

# CONCRETE

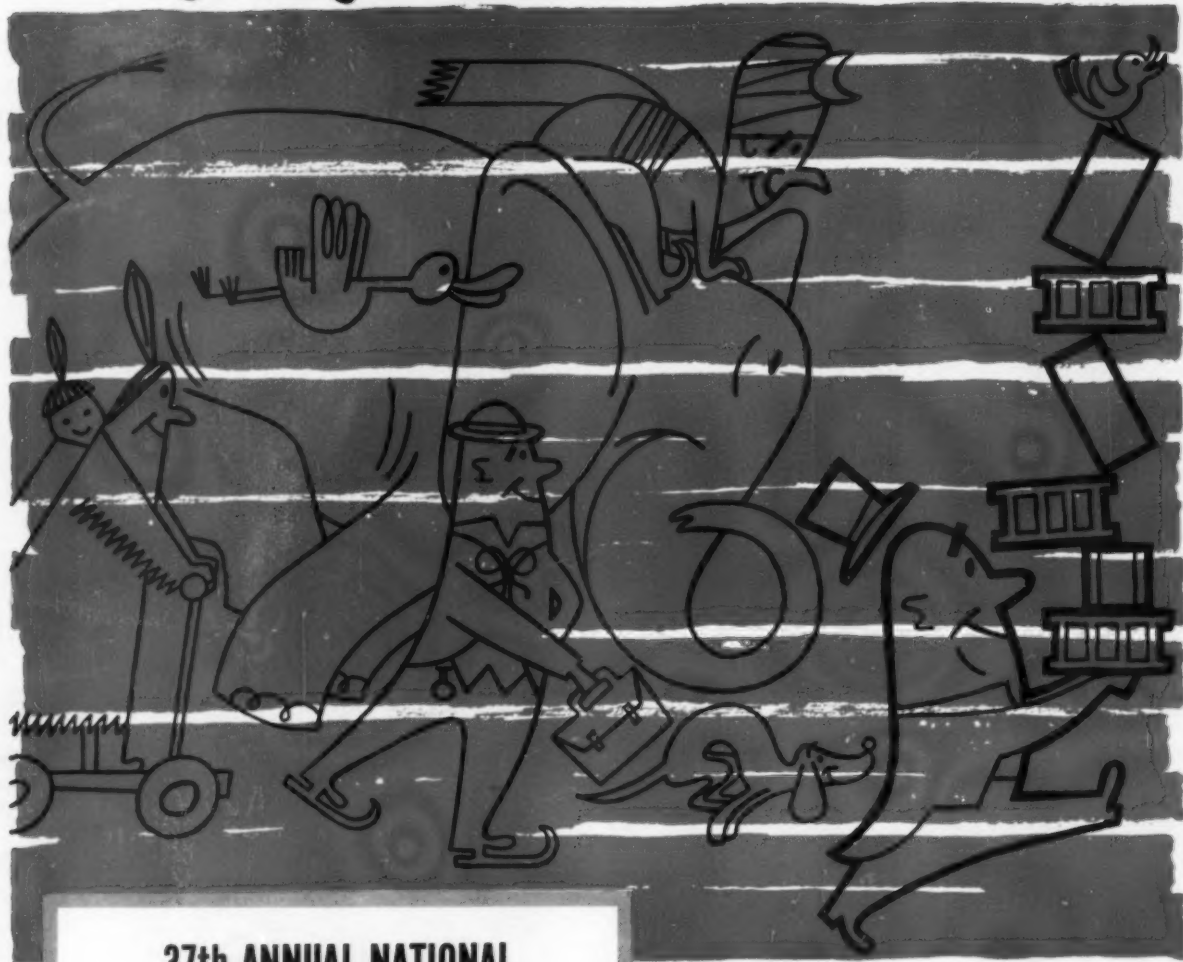


OUR 53RD YEAR  
Serving the Concrete Industries

FEBRUARY 1957



# *Everybody's headed for St. Louis!*



**37th ANNUAL NATIONAL  
CONCRETE MASONRY ASSOCIATION  
CONVENTION**

**10th CONCRETE INDUSTRIES  
EXPOSITION**

**Kiel Auditorium, St. Louis  
FEBRUARY 25-26-27-28**

ALL THAT'S NEW in promotion and research! Big, new equipment and materials exposition! Coming up are four days which can add dollars to your profits, ideas for promotion, ways to cut costs—and a little fun besides. This is your chance to find out what's new in the block and ready-mix business, what your colleagues are doing, what you can do better in your own home town. Send your reservation now.



**ADDRESS HOTEL RESERVATIONS:**

Hotels Convention Reservation Bureau, N.C.M.A.  
Room 406, 911 Locust Street, St. Louis 1, Missouri

Keep

# YEARS AHEAD TOMORROW

WE'RE LOOKING FORWARD TO SEEING YOU

In Booth "D"  
NCMA SHOW  
Feb. 25-28  
Kiel Aud., St. Louis



GOCORP "SUPER" TRUSTEE

WITH  
ANY

Hydraulic

## GOCORP "TRUSTEE"

NO DRAWING BOARD DREAM BUT THOROUGHLY FIELD TESTED—THE BIG, HEAVY DUTY, 3 at a time, PLAIN PALLET, "SUPER" TRUSTEE IS READY TO GO TO WORK FOR YOU NOW!

### CONSIDER THESE FACTS!!!

- HIGHER PRODUCTION—Up to 1100 good blocks per hour, with many aggregates, without abusing the machine.
- TOP QUALITY BLOCKS—Fewer culls in production • Fewer rejects on the job • Variable cycle—for complete flexibility and constant control of quality • Accurate height control.
- LOWER MAINTENANCE—Hydraulic operation means fewer wearing parts • Smoother operation • The elimination of cams, cam followers and gears means big maintenance savings for you.
- QUICK MOLD CHANGE—Change full height molds in about 20 minutes—to other heights in about 30.
- RUGGED CONSTRUCTION—Heavy duty frame with heavy plate cross bracing — Heavy duty bearings — 5" dia. cross shafts • The "Trustee" is built to last.
- NO BRAKE FAILURE—"Trustee" vibrator motors are 10 HP plug reversing type • Designed for frequent stops and starts • No brakes to cause trouble.

Both the "SUPER" TRUSTEE and the new economy model, TRUSTEE "SPECIAL" (also a 3 at a time), will accommodate, without alteration, molds of the majority of plain pallet machines now in use. You can have all the advantages of the modern hydraulic TRUSTEES and protect your mold investment too!

AND THAT'S NOT ALL - Ask about these other fast selling hydraulic TRUSTEE models:

TRUSTEE "SPECIAL" ..... 3 at a time economy model  
TRUSTEE 2½X ..... up to two 10 x 8 x 16" units per cycle and other combinations  
TRUSTEE 2X ..... up to two 8 x 8 x 16" units per cycle and other combinations

IT COSTS LESS TO OWN A GOCORP . . . .

. . . . BECAUSE VALUE IS A GOCORP PRODUCT

**GOCORP**  
ADRIAN-MICH.

605 Green Street Adrian, Michigan

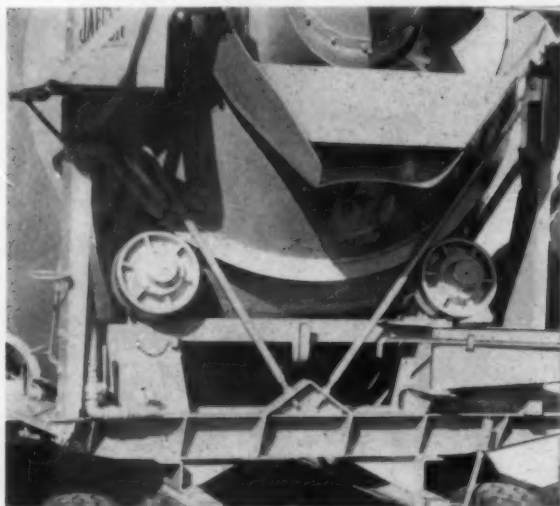
# Jaeger's 1957 model "F"

*...everything you've wanted in a truck mixer*

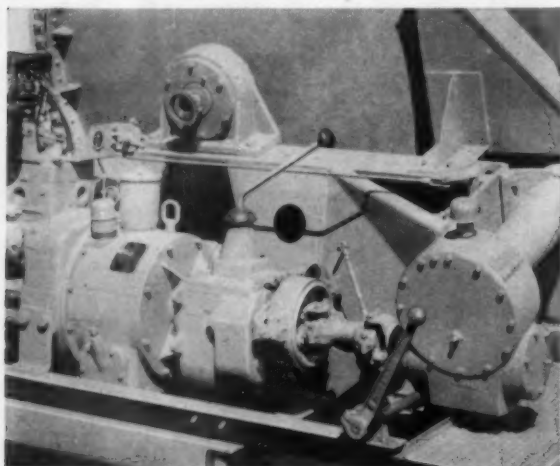
What improvement would you most like to have in your next truck mixer? Lighter weight? Faster, easier operation? More flexibility? Simplified maintenance? A more efficient source or application of power?

The new Model "F" gives you all these features to help you produce more concrete, for less money, in 1957. For

complete information and prices write us immediately or call your Jaeger distributor. He knows local conditions and truck mixer operation. His cooperation will be helpful in developing the combination of mixer and truck that will produce *maximum profitable payload for you.*



**LIGHTER BY HUNDREDS OF POUNDS** with stronger, unitized A-frame and clean, open-type rear cradle design. Drum rollers have sealed, grout-proof bearings. All body weight carried within width of truck frame.



**3 SPEEDS** for all operating conditions, from 1½ rpm to 16 rpm, with either hydraulic-reversing or automotive type transmission. **THREE CHOICES OF POWER:** Separate engine, front-of-truck engine p.t.o. or transmission p.t.o.



## THE JAEGER MACHINE COMPANY

522 Dublin Avenue, Columbus 16, Ohio

PUMPS • AIR COMPRESSORS • MIXERS • PAVING MACHINES

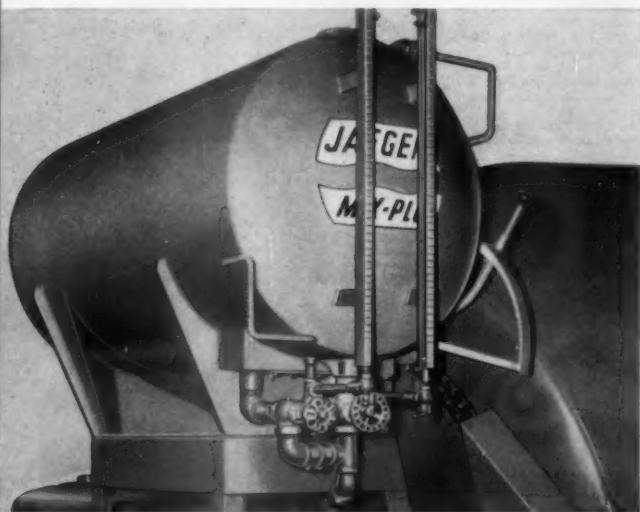


**FASTEST TO CHARGE, DISCHARGE:** Big-throat hoppers on open-end or sealed-end loaders, 16 rpm "fast-charge" drum speed, big discharge blades. **FASTEST TO MIX** with 12" spiral blades plus throw-back blades.





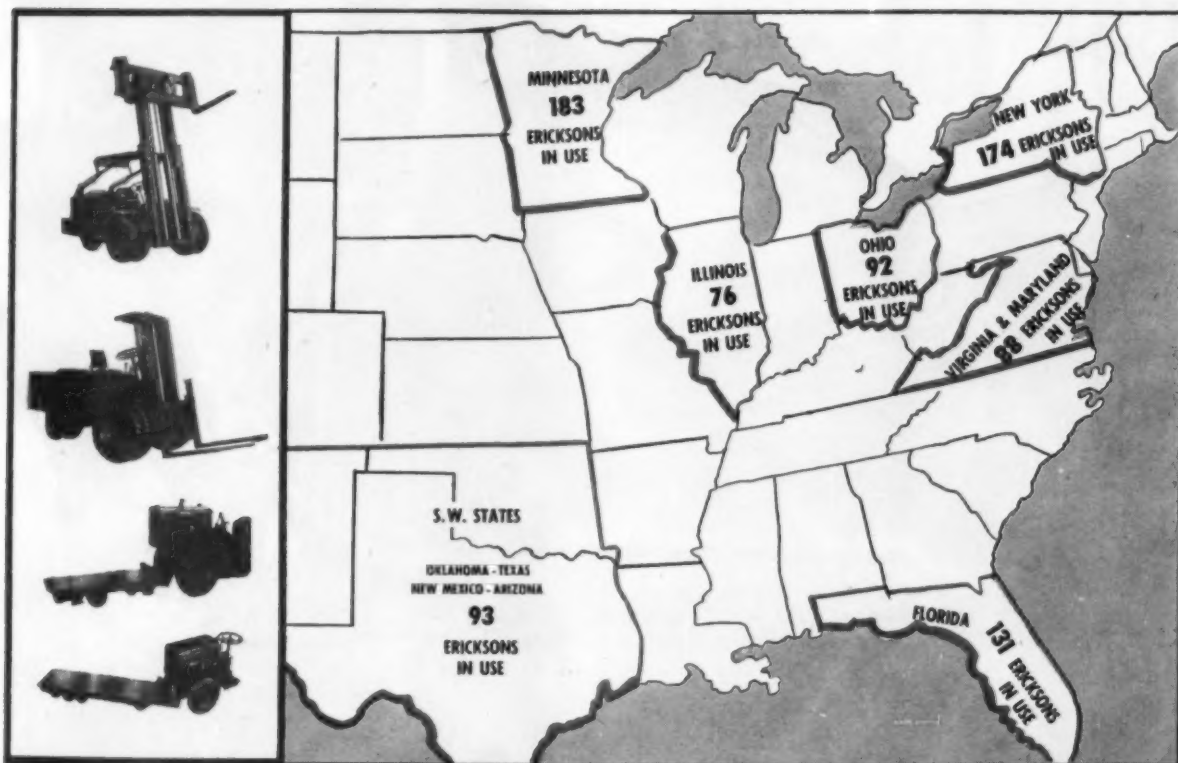
Above 6½-7-yard mixer is one of a complete line of "F" model Hi-Dump Units, offered in all standard sizes to meet payload and other operating requirements. Jaeger also builds horizontal-drum truck mixers up to 10 cu. yd. capacity.



**REVOLUTIONARY CONTROLLED-GRAVITY-FEED WATER TANK** obsoletes syphon tanks, self-priming pumps and special fittings. New pump delivers 60 gpm. Rear-end injection is standard; front-of-drum entry, with grout-proof jet, optional.



**NEW EASY-TO-HANDLE CHUTE** is light yet deeper for better handling of all mixes, has flip-over 3' section, and a fixed pivot point for the chute-head hinge with provision for complete swing-away by the quick lift of a tie-rod hook.



# OVER 1,000 BLOCK PLANTS

## cut costs with *Erickson* the Workhorse of Lift Trucks

Here are some of the concrete block plants who are veteran users of Erickson Trucks

Acme Concrete Products Co., Miami, Florida  
 Ambridge Cement Block Co., Ambridge, Penna.  
 Arizona Precast Concrete Co., Mesa, Arizona  
 Barnes & Cone, Inc., Syracuse, N.Y.  
 Beavertown Block Co., Beavertown, Penna.  
 Bell Supply Co., Pennsauken, N.J.  
 Bergen Building Block, Inc., Ridgefield, N.J.  
 Borin Builders Supply, Inc., Detroit, Mich.  
 Brown Supply Co., Lubbock, Texas  
 Buehner Block Co., Salt Lake City, Utah  
 Burnup & Sims, West Palm Beach, Fla.  
 Campbell Supply Co., Marquette, Mich.  
 Edward Campbell Co., Vineland, N. J.  
 Camp Concrete Products Co., Columbus, Georgia  
 Canton Block & Tile Co., Canton, S.D.  
 Carter-Waters Corp., Kansas City, Mo.  
 Central Builders Supply Co., Sunbury, Penna.  
 Central Building Supply Co., St. Paul, Minn.  
 Cedar Rapids Block Co., Cedar Rapids, Iowa  
 Certified Concrete, Inc., Muskegon Heights, Mich.  
 Chandler Materials Co., Tulsa, Okla.  
 Cinder Block Co. of Richmond, Inc., Richmond, Va.  
 Cinder Block, Inc., Detroit, Mich.  
 Cinder Block & Material Co., Indianapolis, Ind.  
 Cinder Products, Inc., Cincinnati, Ohio  
 Clark Concrete Construction Co., Idaho Falls, Idaho  
 Comac Builders, Rochester, N.Y.  
 Concrete Building Units Co., Kansas City, Mo.  
 Concrete Products & Supply Co., New London, Minn.  
 Concrete Sectional Culvert Co., Fargo, N.D.  
 Concrete Specialties, Inc., Lyndhurst, N.J.  
 Connecticut Valley Block Co., West Springfield, Mass.

Crego Block Co., Albuquerque, New Mexico  
 Crown Sidewalk & Block Co., Minneapolis, Minn.  
 Crumb-Colton Co., Rockford, Ill.  
 Dakota Lime & Brick Co., Rapid City, S.D.  
 De Yorgi Bros. Inc., Bronx, N.Y.  
 Dodds & Fountain, Greggton, Texas  
 Economy Block Co., Wauwatosa, Wisc.  
 Edmonton Concrete Block Co. Ltd., Ed. Alb. Canada  
 Faber Cement Block Co. Inc., Paramus, N.J.  
 Fairmont Wall Plaster Co., Fairmont, West Va.  
 Falls Block & Supply Co. Inc., Menominee Falls, Wisc.  
 Fehr Concrete Pipe Works, Inc., Eau Claire, Wisc.  
 E. Felicetti & Sons, Niagara Falls, N.Y.  
 Chas. M. Freidheim Co., St. Louis Park, Minn.  
 Gage Bros. Concrete Products Co., Sioux Falls, S.D.  
 Gray Concrete Pipe Co., Thomasville, N.C.  
 Grays Ferry Brick Co., Conshohocken, Penna.  
 Hancock Concrete Products Co., Hancock, Minn.  
 Hemstock Bros., Sparta, Wisc.  
 E. P. Henry & Son, Woodbury, N.J.  
 Hi-Way Cinder Blk. & Material Corp., Rochelle Pk., N.J.  
 Holloway Concrete Products Co., Winter Park, Fla.  
 Hud-Cin Building Products, Westfield, N.J.  
 Iowa Concrete Block & Material Co., Des Moines, Iowa  
 Janesville Sand & Gravel Co., Janesville, Wisc.  
 Ken-Crete Products Co., Kenosha, Wisc.  
 Kent Block Co., Grand Rapids, Mich.  
 William Koenig Co., Cincinnati, Ohio  
 A. C. Krebs Co., Louisville, Ky.  
 Louisiana Concrete Products, Inc., Baton Rouge, La.  
 Madison Silo Co., Winona, Minn.  
 Maine Cement Products Co., Milford, Maine

Marshall Concrete Products Co., Inc., Mpls., Minn.  
 Martin Block Co., Lansing, Mich.  
 Michigan Cert. Concrete Prod., Grand Rapids, Mich.  
 Model Stone Co., Minneapolis, Minn.  
 Molin Concrete Products Co., St. Paul, Minn.  
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 Pre-Cast Concrete Products, Inc., Chicago, Ill.  
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 Radel Concrete Products, Inc., Cincinnati, Ohio  
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 Virginia Dunbrik Co., Inc., Lynchburg, Va.  
 Worral Bros. Inc., Louisville, Ky.  
 Yonkers Concrete Products Co., Yonkers, N.Y.



See us at Booths 55 and 62  
**N. C. M. A.**  
 St. Louis, Mo., Feb. 25-28

Send for catalog describing the complete line of Erickson fork and platform trucks from 2,000 lbs. to 20,000 lbs. capacity.

**ERICKSON POWER LIFT TRUCKS, INC.**

221 St. Anthony Blvd. N. E., Minneapolis 18, Minn.

EXPORT DEPT., Neuert, Wilton & Associates, Inc.

32 W. Randolph St., Chicago 1, Ill., U. S. A.



FEBRUARY 1957

# CONCRETE

VOL. 65, No. 2 • EST. 1904 • PUBLISHED MONTHLY BY CONCRETE PUBLISHING CORP. • 400 W. MADISON ST., CHICAGO 6, ILL. • Central 6-8822

## FEATURES FOR THIS MONTH

### Looking at 1957 .....30

*A compilation of a number of opinions on what's going to take place in construction during 1957. Included are the views of the Departments of Labor and Commerce, F. W. Dodge, Associated General Contractors, and others associated with the field. A summary of the 1956 totals is also given.*

### Production Autoclave Curing .....32

*The fourth autoclave, with its individualized features, is added to the production facilities at Buehner Block Company in Salt Lake City. The new features of the autoclave are described and pictured in detail.*

### Keeping Executive Personnel .....35

*Since a working team of competent executives is a most important feature of a business interested in sales, production, and growth, a number of ways are suggested for satisfying and holding these valuable employees.*

### What Sells a House .....38

*This article gives a summary of the whats that enter into the sale of a house—and further, some suggestions are given as to ways a block producer can influence these whats so as to increase his market.*

### Program of a Winner .....41

*The safety program of the Anderson Concrete Corporation, Columbus, Ohio, is reviewed. Possibly, some of the features of this program would prove workable in other readymix concrete plants.*

### Obligations and Self Interest—Editorial .....64

*The editor discusses the placement of Hungarian refugees in this industry and why this serves to satisfy two seemingly contradictory terms.*

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DONALD C. WHITE, Manager Advertising Sales



Advertising Representatives: Porter Wylie & Co., 114 East 13th St., New York 3, N. Y., Phone: Gramercy 5-3581; Crawford L. Elder, 2500 El Venado Drive, Puente, Calif., Phone: Oxford 44-1116; Clarence L. Morton, 294 Washington St., Boston 3, Mass., Phone: Liberty 2-8538. Subscription Price: \$6.00 a year anywhere in the world, postpaid. Single copies, 50 cents each. Copyright 1957 by Concrete Publishing Corp. Accepted as controlled circulation publication at Mendota, Ill.





## Floor-a-Week Frame Construction . . . 50% Form Saving



APRIL 1, 1956



JULY 15, 1956

**ENCORE FOR 'INCOR'** This year's big news on South Florida's Gold Coast is the amazing Americana. Architect Morris Lapidus, who designed the Fontainebleau in 1954 and Eden Roc in 1955, has endowed the Americana with a distinction all its own, by blending touches of decor from all the Americas. Matching brilliant design is the staunch, fire-safe concrete construction, and newsworthy indeed is the Contractor's performance in completing this far-from-simple design in record time.

Miami Beach prohibits building December through March. So construction from foundation to lobby floor of the 15-story, 475-room guest unit was completed September through November. Resuming construction April 1, the Contractor went onto a high-speed 'Incor' schedule on the superstructure, to assure early-December opening.

Forms filled with concrete one day, stripped and jumped the next . . . structure topped out July 15 . . . 14 stories and roof erected in as many weeks. Typical 'Incor' results: 50 to 60% saving on forms . . . faster completion, less job overhead . . . earlier rentals . . . quality concrete, with high ultimate strength matching high-early performance. Duplicating similar record on Fontainebleau and Eden Roc . . . another encore for 'Incor.'

\*Reg. U. S. Pat. Off.

### THE AMERICANA

Bal Harbour, Miami Beach  
LAURENCE A. TISCH, President

Owner: TISCH HOTELS, INC.

Architects & Designers: MORRIS LAPIDUS  
LEO KORNBLATH, Associate  
New York-Miami Beach

Structural Engineers:  
COBLER & CLARKE, Miami Beach

Contractor:  
TAYLOR CONSTRUCTION COMPANY, Miami

Ready-Mix 'Incor' Concrete  
MAULE INDUSTRIES, INC., Miami



LONE STAR CEMENTS COVER  
THE ENTIRE CONSTRUCTION FIELD

## LONE STAR CEMENT CORPORATION

Offices: ABILENE, TEX. • ALBANY, N. Y. • BETHLEHEM, PA.  
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**Columbia's  
electronic  
control unit  
gives you**

**of your concrete  
block machine!**

**On Columbia machines,** the electronic control makes the offbearer man complete master of his machine. And there's no need to stop the machine when modern Columbia electronics are on the job, for adjustments are made at any point in the cycle while the machine is in action. Nor does changing one portion of the cycle affect the rest of the cycle!

For instance, the feed drawer may be held over the feed box for a slight hesitation to about 10 seconds. Or, when aggregate is too wet or gummy, the feed drawer may be oscillated one or more times to break up the bridging of the material. For solid units requiring a large quantity of material, the feed drawer may be taken all the way back and brought out again with a new load—controlled completely by electronics.

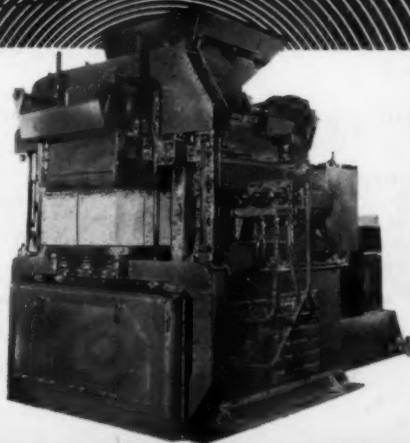
**Manufactured** from standard heavy-duty radio parts, the electronic control can be serviced by your local radio service man.

Columbia's Electronic Control Unit is just one of the many reasons why we maintain—

**Columbia's Performance is Built-In!**

**Columbia 12 in. High . . .  
the machine that made  
the specialty market!**

For modular blocks to specialty products, here's the machine that makes them all. Write for complete information today!



AT THE  
**N.C.M.A.**  
CONVENTION  
FEB. 25th thru  
28th . . . 1957



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MACHINE**

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District Offices in: Wisconsin, Illinois, South Carolina, Mississippi, Florida, New Jersey, Virginia, Texas, Massachusetts, Montreal, Quebec, Vancouver, B. C.

*Residence and studio of  
architectural designer Bimel Kehm,  
New Canaan, Connecticut.*

## "IT IS TERRIFIC" SAY AD EXPERTS

*Following the readership studies of the  
advertisements in PROGRESSIVE ARCHI-  
TECTURE, Mr. John DeWolf, Vice Presi-  
dent & Director of Research, G. M. Basford  
Co., advertising agency, New York City  
and an authority on advertising readership,  
comments on this Waylite advertisement  
as follows:*

*"This Waylite advertisement is the top  
black & white ad in all readership studies  
of the four issues of the magazine with  
44% 'noted' and 36% 'read most.'*

*"This is 5 times the average ad in reader-  
ship and almost three times the average  
noted score. It has terrific visual mag-  
netism."*

*Waylite advertising has been appearing  
regularly in magazines read by architects  
and builders for the past 10 years. It  
continues in 1957.*

More and more, people with discriminating taste and a knowledge of construction values are using exposed Waylite Masonry. It is remarkable for beauty . . . economy . . . thermal and acoustical properties. Complete data in Sweet's or, write Waylite Co., 20 N. Wacker Drive, Chicago, or Box 30, Bethlehem, Pa.

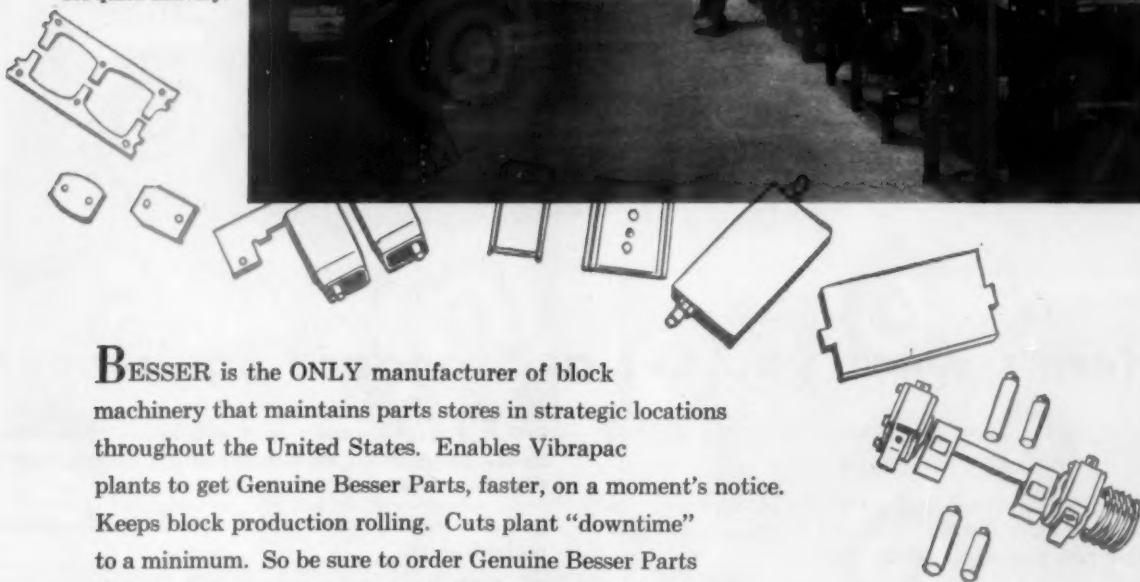
# WAYLITE

Masonry  
Units

# Genuine BESSER Parts *PRONTO*

## Typical Besser Parts Store

showing stocks of  
cores, stripper shoes,  
division plates and  
other Genuine Besser  
Parts . . . available  
for quick delivery.



**BESSER** is the **ONLY** manufacturer of block machinery that maintains parts stores in strategic locations throughout the United States. Enables Vibrapac plants to get Genuine Besser Parts, faster, on a moment's notice. Keeps block production rolling. Cuts plant "downtime" to a minimum. So be sure to order Genuine Besser Parts from the Besser factory or parts store nearest you. The savings in dollars on a single day's production will pay for the parts.

## **BESSER Company**

BOX 127, ALPENA, MICHIGAN, U. S. A.

**Complete Equipment for Concrete Block Plants**

### BESSER PARTS STORES

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901 Sycamore  
Decatur, Georgia  
Phone:  
DRake 3-5781

#### BUFFALO

116 Michigan Avenue  
Buffalo, New York  
Phone:  
MOhawk 3990 & 6019

#### ALPENA

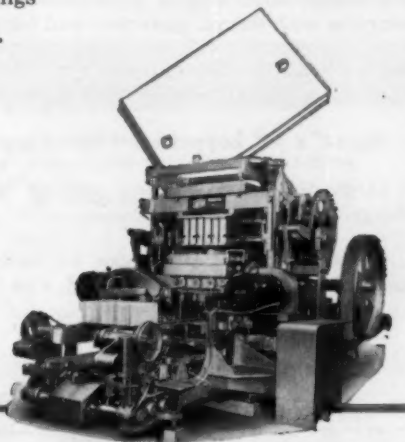
Besser Factory Store  
Alpena, Michigan  
Phone: 291

#### LOS ANGELES

6100 Sepulveda Blvd.  
Van Nuys, California  
Phone:  
STate 5-5457

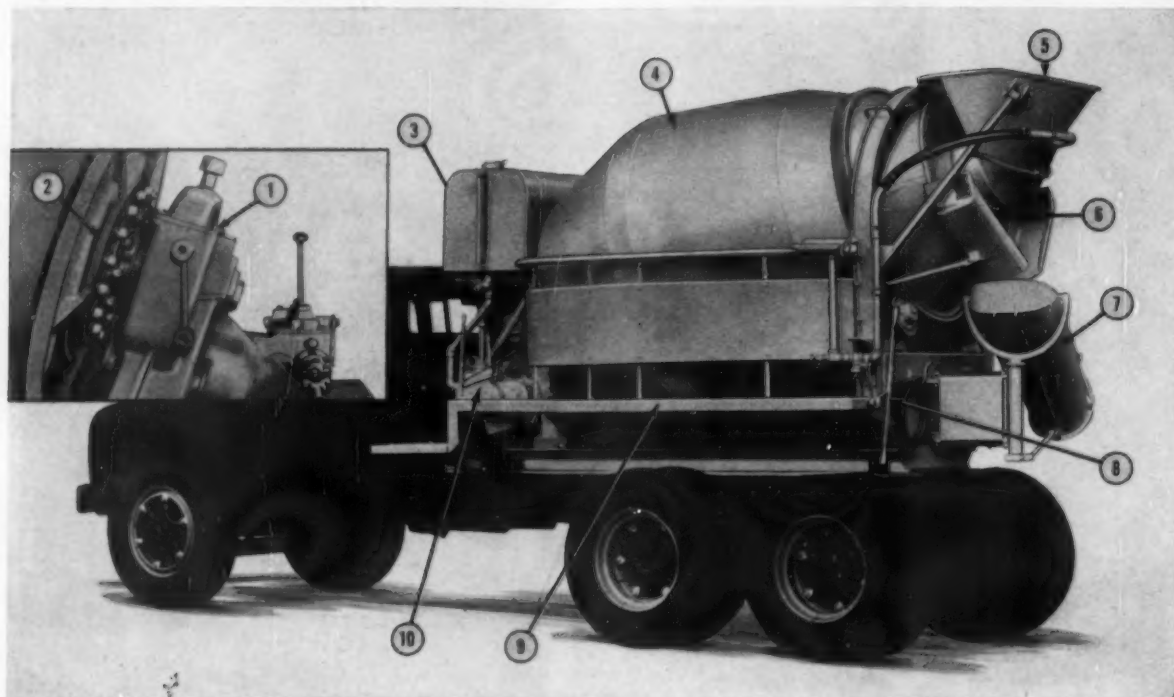
#### NEWARK

140 Delancy Street  
Newark, New Jersey  
Phone:  
MITchell 2-1434



A 7-119-1PC

# WESTINGHOUSE...



## Here's what you get as Standard Equipment

1. Exclusive enclosed-gear drum drive—no exposed gears or chains to wear out or break.

2. Big ball-and-socket drum mounting *at drum*. Absorbs all drive misalignment due to frame weaving—none gets to driving parts.

3. Front-mounted engine (Continental or Chrysler) complete with starter, generator and battery.

4. Double-action mixing drum with deep spirals and 6 auxiliary blades. Produces fast, thorough mix.

5. Big 32" x 34" hopper takes fast charge. Saves time.

6. Large 36" drum opening permits fast, easy discharge.

7. 3-piece fold-over chute can be swung aside for direct discharge or can be used in 5, 8 or 12 ft. lengths.

8. Single lever controls drum rotation in both directions—no gears to shift. Lever and adjacent engine throttle at both ends.

9. Safety-tread platforms and splash (mud) guards on both sides.

10. Two-speed transmission provides wide range of drum speeds for slow agitating and pouring up to fast charging and discharging.

Westinghouse Mixers are simple, clean-cut and convenient in design—easy to operate and easy to service. They are more sturdy and longer-lived than most and give you more value per dollar. Built to NRMCA standards they are available in 4½ to 6½ yd. sizes with water systems and other equipment desired.

See your local Westinghouse Transit Mixer dealer for new 1957 highly-illustrated catalog or write now to:



**WESTINGHOUSE TRANSIT MIXER DIVISION**

LeTourneau-Westinghouse Company, Indianapolis 8, Indiana

Member of National Ready Mixed Concrete Association



# Your Best Mixer Value in 1957



▲ **FAST CHARGING**—Westinghouse Mixers have large cone-equipped hoppers which shoot charge directly to mixing portion of drum as fast as you want to put it in, and—without spillage.

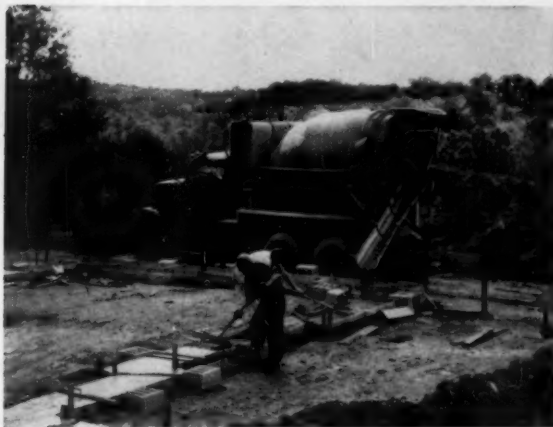


▲ **FAST, THOROUGH MIXING**—Due to "double-action" mixing blades, on-the-job mixing is faster—saves valuable time. Your customers will like the Westinghouse uniform mix too.



▲ **FAST DISCHARGING**—Because of large drum opening your Westinghouse will discharge fast when desired—again saving time on your trip cycles.

**DISCHARGE CONTROL**—A wide range of drum speeds allows slow and accurate pouring into small forms, wheel barrows, etc., within efficient engine operating speeds.



▼ **LOW SLUMP CONCRETE NO PROBLEM**—Here a Westinghouse is pouring 1 1/2" slump for a private swimming pool. Concrete is troweled up sides so has to be stiff.



## CLIP AND MAIL COUPON TODAY

Westinghouse Transit Mixer Division,  
LeTourneau-Westinghouse Co., Indianapolis, Indiana

Please send new illustrated catalog  
on Westinghouse Transit Mixers.

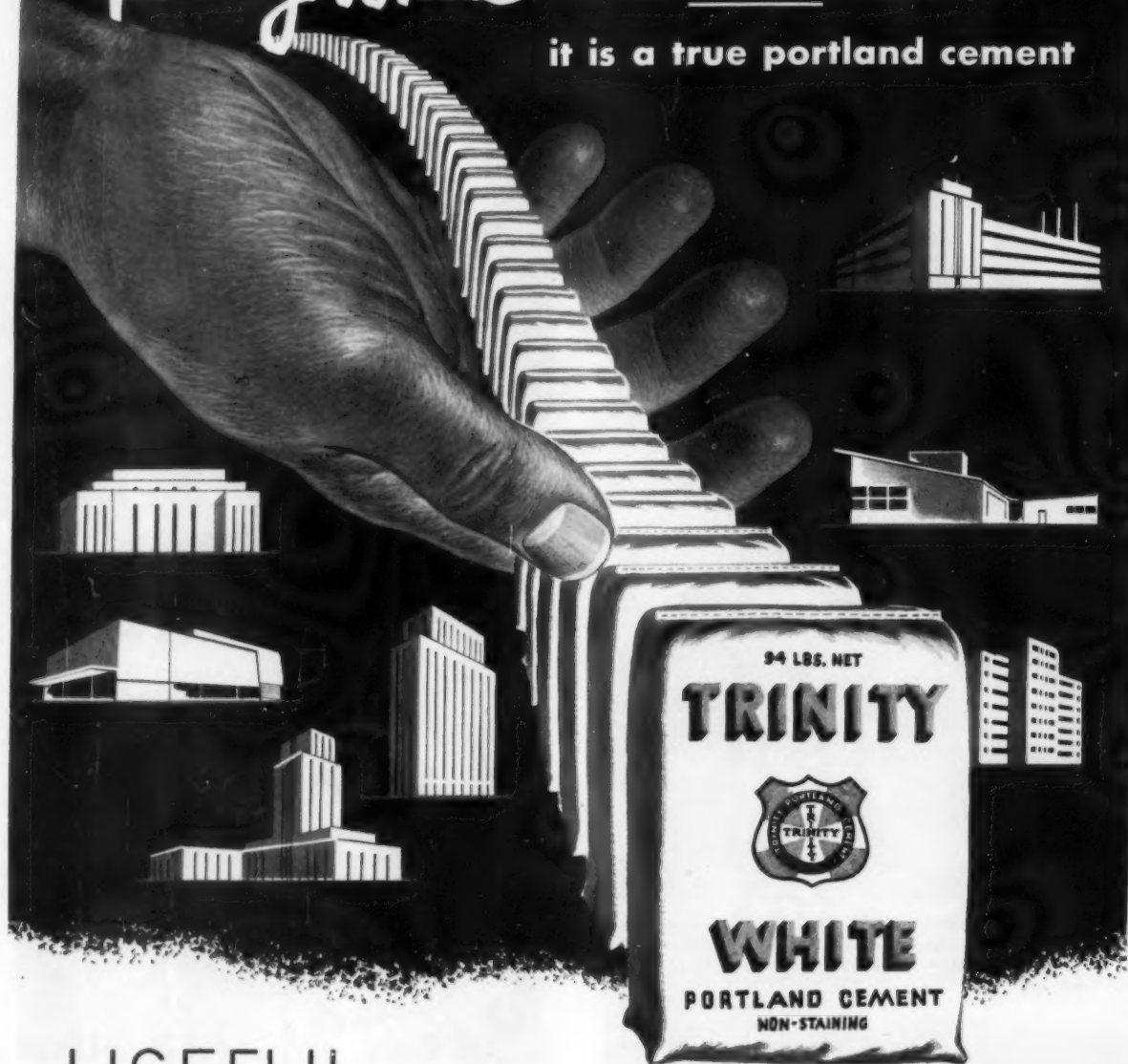
Name.....  
(PLEASE PRINT)

Company.....

Address.....

City..... Zone..... State.....

*Trinity White* ... the whitest white ...  
it is a true portland cement



**USEFUL** in almost every type of building, both inside and outside.

As architectural concrete units or as stucco or cement paint, it emphasizes architectural perspective and detail. It has a high light-reflection which gives beauty and special utility to many interiors.

☛ Trinity White's extra whiteness gives truer colors where pigments are added.

Widely used in terrazzo for its contrast-y white and better color effects in either simple or ornate designs. Meets all Federal and ASTM specifications. Ask for TRINITY White.



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

**MASONRY MANUFACTURERS!** When you're going after new construction business, you need more than the right bait — You need to know where to drop your line...



## We help you pick the right pond

just looking anywhere is a costly way to find business—the best, economical way is to be at the right place at the right time. If you want to know what jobs are coming up and when, then mail this coupon today.

TO: DODGE REPORTS, 119 WEST 40th STREET, DEPT. 60, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area and type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building ☐ House Construction ☐ Engineering (Heavy Construction) ☐

in the Following Area: \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





CMC TED (Truck Engine Drive) Transcretes use truck engine power to drive mixer without sacrificing performance! This means **BIG SAVINGS** — up to \$55 per month per machine on gasoline alone.

TED Transcretes have all the **BIG VALUE** features found on other Transcretes which guarantee **FASTER** charging — **MORE THORO** mixing — **QUICKER** discharge!

Sizes to 7-yard mixing capacity.



**Truck Engine Drive or Independently Powered — TRANSCRETES**

**are real  
money makers!**



All CMC Transcretes have: (1) Hopper that "Swings In" for faster charging, "Swings Out" for quicker discharge. (2) Floating Drive that eliminates all the troubles of ordinary rigid drives. (3) Drum with extra large diameter head plus deep "L" section blades for more-thoro mixing action.

Transcretes with separate mixer engine are available in many models to 7-yard mixing capacity.

**Make bigger Ready-Mix profits. Write for these  
2 FREE Transcrete Bulletins**  
on (1) Auxiliary Engine Transcrete (2) TED Transcrete



**CONSTRUCTION MACHINERY COMPANY, Waterloo, Iowa**





# Meditate

*for a moment on  
the subject of...*

## CONCRETE LINTEL PROFITS

*these  
Producers  
Did so With  
these Results*

Kent Concrete Lintels are made of block aggregate assuring walls of uniform texture.

They are "laid up" by masons. No steel members or extra craftsmen are required. Delays are avoided and labor costs reduced.

Builders quickly see the advantages and adopt them as standard units.

Block manufacturers add a new item without increasing their sales overhead and gain a profitable market that is simply awaiting their attention.

### FROM A LETTER WRITTEN TO ANOTHER BLOCK MANUFACTURER

"After a year of operation of our Kent Lintelator we have more than tripled our sales of pre-cast lintels. It makes good lintels and makes them fast."

"We highly recommend this machine and are sure you will not make a mistake in purchasing one."

MARTIN BLOCK CORPORATION  
Lansing, Michigan

"We have had a Kent Lintelator in constant use for 4 years and you could not have a more delighted customer. Each year I am more pleased with the product your machine turns out as well as the high return from the investment."

ALLIED CINDER BLOCK CORPORATION  
Harrisonburg-Staunton-Waynesboro, Virginia

"To meet the increased demand for lintels created by your Lintelator we enclose our order for your large machine."

"We already have two Lintelators in our Grossbeck Highway plant and one in our West Chicago plant."

"As a result of the tremendous lintel business built up we are ordering this fourth machine. Please speed it along to us."

BORIN BUILDERS SUPPLY CO.  
Detroit, Michigan

The Kent Lintelator is a simple, compact machine that can be operated by any laborer.

Reinforcing bars are put in position and aggregate fed into the vibrating form. The vibrating pressure plate moves into position and brings the strong lintel to accurate dimensions.

With the pressure plate retracted the mold is rolled over and end members swung out. The front channel which serves as a pallet, is lifted by an air hoist and transferred to the curing rack.

Without exception purchasers of Lintelators are highly pleased with them—a fact that should induce you to immediately learn how you too can obtain this additional profitable business.



*Clip and  
mail coupon  
for information*

### the KENT MACHINE CO. CUYAHOGA FALLS, OHIO

DIVISION OF THE LAMSON & SESSIONS COMPANY

Canadian Distributor: Wettlaufer Equipment, Ltd., 49 Merton St., Toronto 12, Ontario

I've thought it  
thru and want  
the LINTELATOR  
story without  
delay.

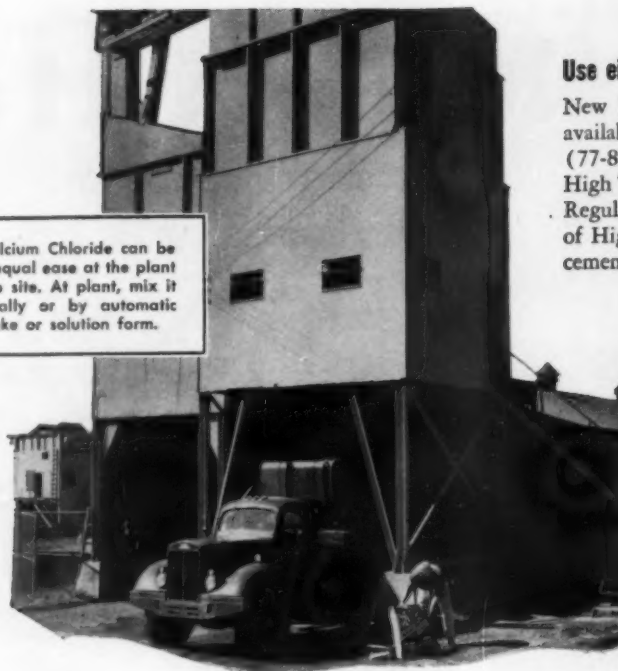
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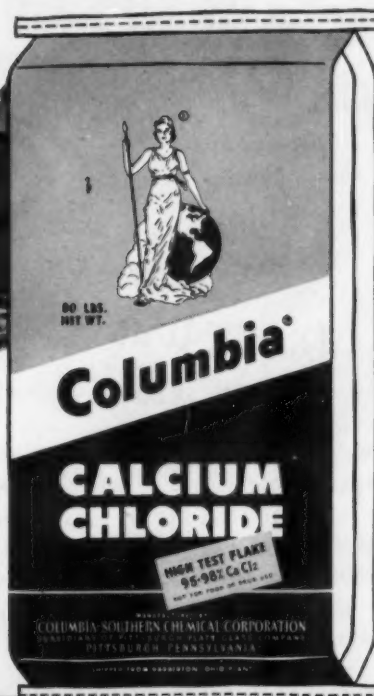
Att. of

Columbia Calcium Chloride can be added with equal ease at the plant or at the job site. At plant, mix it either manually or by automatic feeder, in flake or solution form.



### Use either New High Test or Regular Strength

New High Test Flake (95-98%  $\text{CaCl}_2$ ) is now available as a companion product to Regular Flake (77-80%  $\text{CaCl}_2$ ). Each easy-to-handle 80-lb. bag of High Test does the job of a standard 100-lb. bag of Regular. At temperatures below 70°F, add 1.6 lbs. of High Test or 2 lbs. of Regular for each bag of cement used.



## Get stronger concrete and still save days

### WITH COLUMBIA CALCIUM CHLORIDE

**IN READY MIX . . .** Customers really appreciate the savings when ready mix producers recommend and add Columbia Calcium Chloride. Both speed of set and strength are increased considerably, especially below 70°F. Initial and final set are three times faster; early strength is 50% greater at the 72-hour point; ultimate strength also tests higher.

All these factors mean earlier form removal, faster finishing, quicker completion of the job. No wonder customers prefer to re-order from suppliers who treat ready mix with Columbia Calcium Chloride.

**IN CONCRETE PRODUCTS . . .** Columbia Calcium Chloride cuts manufacturing costs while upgrading concrete product quality, whether it's pre-cast units, block, or pipe. Initial set time is reduced more than 50%; normal three day strength is reached within 24 hours. Presteam wait is reduced, yet curing is faster and more dependable. There's much less danger of cracked units during early handling . . . and the product has higher ultimate strength, too. Earlier delivery of the order, smaller inventory, lower manufacturing costs . . . hadn't you better check on Columbia Calcium Chloride *today*?



Concrete made with normal, air entrained, or high early cements benefits when Columbia Calcium Chloride is added to the mix.

*Write today for complete information. Please indicate whether you are interested in ready mix or concrete products.*



## COLUMBIA-SOUTHERN CHEMICAL CORPORATION

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY  
ONE GATEWAY CENTER · PITTSBURGH 22 · PENNSYLVANIA

DISTRICT OFFICES: Cincinnati • Charlotte • Chicago • Cleveland  
Boston • New York • St. Louis • Minneapolis • New Orleans  
Dallas • Houston • Pittsburgh • Philadelphia • San Francisco  
IN CANADA: Standard Chemical Limited and its Commercial  
Chemicals Division

CHAIN BELT  
**REX**  
COMPANY  
**ADJUSTA-WATE  
MOTO-MIXERS**

## Out in front of the Parade

It's more than a matter of pride. It's a deeply ingrained habit that makes Rex Adjusta-Wate Moto-Mixers the pace setter in truck mixer design. For Rex has the habit of leadership . . . the responsibility for the creative engineering that looks to tomorrow — today!

Today's truck mixers are a far cry from the machines of 10 or 20 years ago — far more efficient, more profitable to operate. And the responsibility for this progress has rested primarily on the shoulders of the leader — Rex! The design . . . the manu-

facture . . . the testing . . . the burden of introduction of the new and improved has been the price we pay for leadership.

Typical of the progress you expect from the leader is the Rex Front Engine Power Take-Off — Rex FEPTO — an innovation that ranks with the many Rex firsts — chain drum drive, three-point suspension, Adjusta-Wate design principle and others. This is a proven design for, as the leader, we can't afford to take a chance with your pocketbook. It's as far ahead in performance as any of the other Rex innovations that have meant

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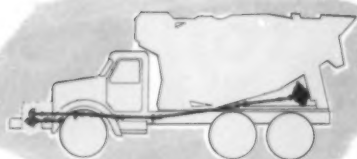
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more profitable operation . . . better service to your customers.

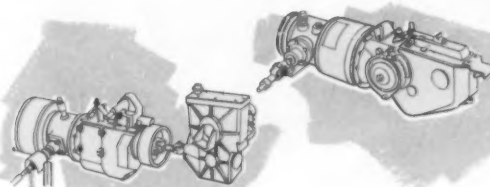
Rex FEPTO is another example of our ability to live up to our promise — "When you want to stay ahead of your competition . . . to give your customers the best in service and quality, look to Rex — for leadership."

And, of course, FEPTO is just one of the many values to be found in Rex Adjusta-Wate Moto-Mixers (R), the leaders in the truck mixer parade. For the rest of this story, see your Rex Distributor or write CHAIN Belt Company, Milwaukee 1, Wisconsin.

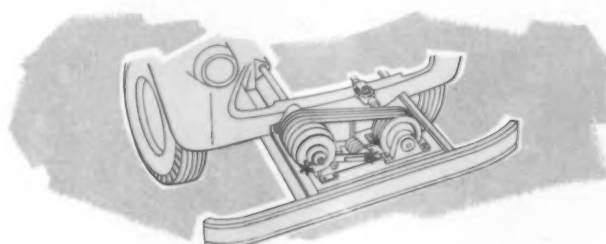
## Rex FEPTO advantages are outstanding



**Proper drive line location**, inside the truck frame on the right, eliminating excessive angles and interference with steering column, brakes and transmission. Out of the way, safe for the operator, protected from damage and dirt.



**Transmission option.** Your choice of two transmissions. The heavy-duty Rex 202 two-speed transmission proved by 18 years of field service . . . or the new automotive type Rex 101 four-speed reversing transmission.



\* **Electric disconnect clutch** permits disengagement of drum and drive lines through a switch in the cab. Ideal for emergencies, cold starting, curb or gutter pouring from cab, prevention of needless wear on return runs.

\* **Automatic V-belt tension idler** provides exact belt tension at all times . . . flexes to absorb shocks. Automatic throttle control also protects engine and transmission from shock loads.



Don't penalize your profits . . . Your local Rex Distributor can give you the facts on

**ADJUSTA-WATE MOTO-MIXERS**

LEADERSHIP . . . THROUGH CREATIVE ENGINEERING

**CHAIN BELT COMPANY**

4695 W. Greenfield Ave., Milwaukee 1, Wis.



# MEET THE DEMAND

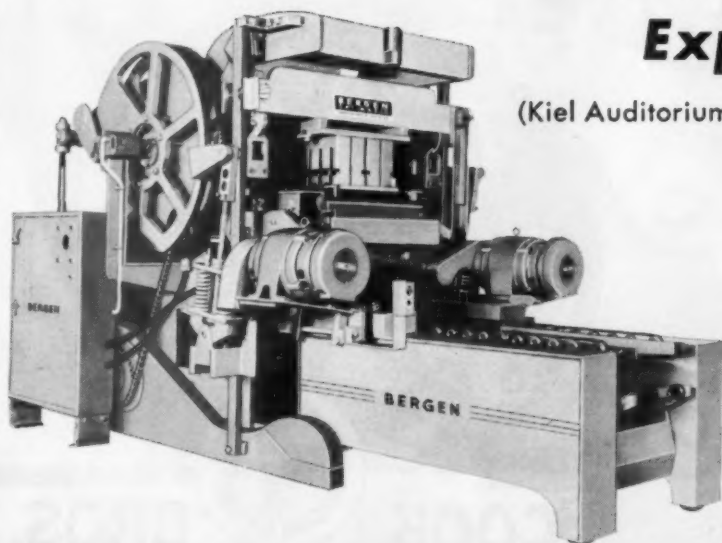
for TOP QUALITY + VOLUME PRODUCTION

with

## BERGEN TRI-MATIC

**See a complete Bergen Tri-Matic  
Block Machine on display at the  
Concrete Industries  
Exposition.**

(Kiel Auditorium, St. Louis, Mo., Feb. 25-28)



*You'll see why  
more block plants  
are selecting  
BERGEN equipment.*

**BERGEN**  
MACHINE & TOOL CO., INC.

**NUTLEY, NEW JERSEY**

Cable Address: "BERGENCO" (Nutley, N. J.)

**To INCREASE YOUR PROFITS**

**Specify**

**CHALLENGE "ETO"**

**and get**

**"One Source  
Responsibility"**

.....

ONLY the Challenge "ETO" is a complete, thoroughly engineered unit from crankshaft to mixer . . . designed for the job! It is easily installed on most standard trucks. There are no expensive alterations to chassis or cab . . . no accessories to buy . . . no extra parts required from the truck manufacturer.

The Challenge "ETO", complete with drive assembly, can be installed on the truck of your choice by your own shop crew, your authorized Challenge Distributor, or the Challenge Factories located in Los Angeles, Calif. and Bryan, Ohio.



The Challenge "ETO" Mixer is available in 5 . 5½ . 6 . 6½ cubic yard sizes

**COOK**



**BROS.**

**EQUIPMENT CO.**

Exclusive World Wide Distributors For  
The Challenge Pacemaker Truck Mixer

3334 San Fernando Road, Los Angeles 65, California  
Telephone: Clinton 6-3151

**The only truck engine driven mixer proved by more than 6 years service in the field**

# Plenty of Hot Water

keeps your Redi-Mix plant  
operating through the  
winter... and more  
profitably when using

## Burkay®

GAS-FIRED  
WATER HEATERS

says *ARROW Sand &  
Gravel Company*  
Columbus, Ohio

The Arrow Sand & Gravel Company discarded clumsy, expensive and inefficient coal-fired equipment used for heating the water needed in their winter concrete mixing operation. They replaced it with three Burkay Model 718 units using the existing storage tank. There was a large saving in initial investment over the previous installation. Also, substantial savings in fuel cost... in space.



Three Model 718 Burkay heaters and a storage tank provide 1800 gallons per hour of 110 degree water. Installation was designed by John W. Cordray of Graf & Son, Columbus, Ohio.



Burkay industrial water heaters are of "all copper," corrosion-free construction  
• Highly efficient patented burner • Exclusive heat exchanger for maximum heat transfer and economy  
• Dependable • Long Life  
• Compact • Operates on all gases • A.G.A. approved  
• Bears the A.S.M.E. seal of approval • Completely automatic • Complete range of sizes to fit your needs  
• Fully guaranteed.

FREEZING temperatures need not halt your winter Redi-Mix operation. Not when you can have all the hot water from Burkay water heaters that you want, when you want it, and at any temperature you want so that the concrete can set before it freezes. You can supply builders and contractors through the year on schedule.

Rugged Burkay gas-fired industrial water heaters are the simple answer to mixing concrete dependably during freezing weather. The entire heater operation is automatic. Burkays require minimum care and maintenance. Compact, they fit in any out-of-the-way place. Any number of heaters can be connected up to get the volume and temperature of water you need for your plant. They will more than pay for themselves in reduced year 'round overhead. Call your A. O. Smith distributor for full information and installation details.

Through research  ... a better way

## A.O. Smith

CORPORATION

PERMAGLAS DIVISION • KANKAKEE, ILL.  
International Division, Milwaukee 1, Wisconsin

Send for FREE information

A. O. SMITH CORPORATION  
Permaglas Division, Kankakee, Illinois  
Gentlemen: Please send me full details on Burkay gas-fired industrial water heaters for any Redi-Mix plant.

Name.....Title.....

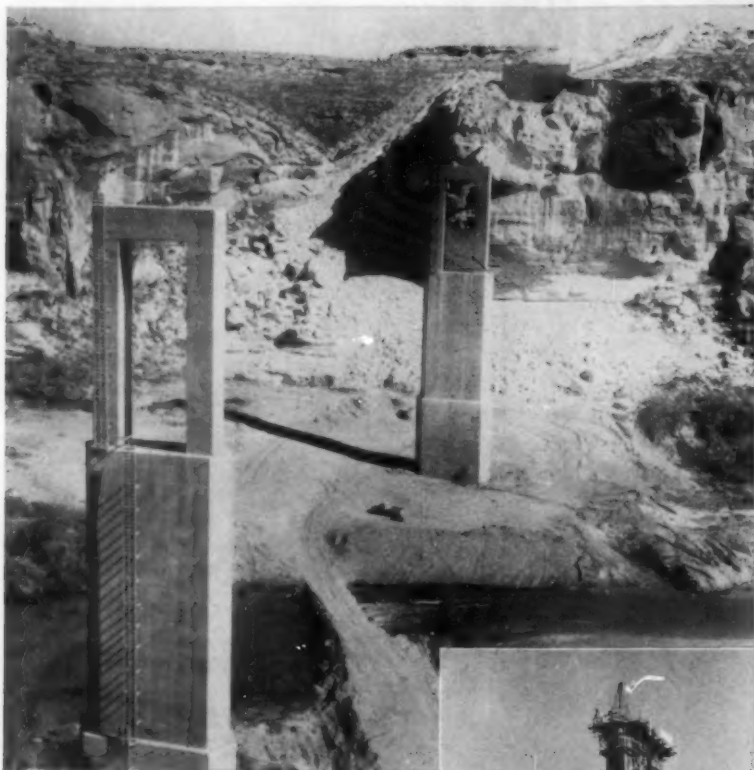
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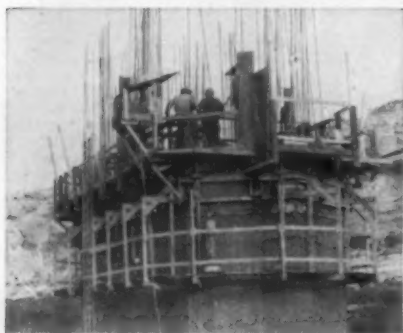
City.....Zone.....State.....

makers of famous **Permaglas®** glass-lined water heaters... **Permaglas®** heating and cooling

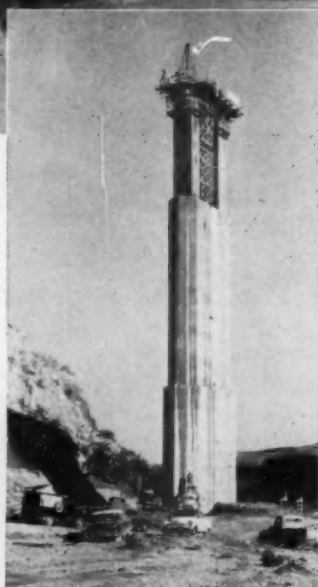




COMPLETED 210' high reinforced concrete piers for Pecos River Bridge near Langtry, Texas. Designed under supervision of D. C. Greer, state highway engineer, Texas State Highway Department. Randle B. Alexander, bridge engineer, Whittle Contracting Co., Dallas, Texas, contractor. B. M. Heede, Inc., Long Island City, N. Y., consultant.



SLIP-FORMS start up bottom section of a pier. Three forms were used, one for each section.



BOTH RECTANGULAR COLUMN LEGS of upper tier were poured simultaneously. In about 90% of the pier elevation, alignment is within 1/16".



TEXAS HIGHWAY DEPARTMENT sketch of 1,310' long bridge on Highway 90, near Langtry, Texas. The 3-span continuous deck truss cantilever structure runs from rim to rim across top of the canyon—272' above the traditionally treacherous Pecos River.

## Texas Outwits an Outlaw

**Hydraulically-jacked slip-forms raise monolithic piers a safe 210' above bad-acting Pecos River**

ON U. S. HIGHWAY 90, near Langtry, Texas, where Judge Roy Bean pronounced rough Western justice and tender homage to the "Jersey Lily", Texas has built a "sky-high" span to lick the outlaw river that washed-out 2 lower-level structures in two successive years.

The new 1,310' long deck truss cantilever bridge is supported on 210' monolithic piers which were poured with slip-forms hydraulically raised by one man. Concrete of 3"-4" slump was placed in layers 2" to 4" deep and hand puddled. The seepage of excess water eased upward movement of the slip-forms.

A 1" jacking cycle averaged 1½ minutes. Use of 150° mixing water reduced concrete set-up time 20%, making possible a rate of placement as high as 11" per hour and never less than 5" per hour. In 20 weeks, 5,600 cu. yds. of Class A, 5-sack mix structural concrete were placed. Properly processed material and on-site deliveries paced to hourly progress were provided by truck mixers of certified design, capacity, mixing speed and water control accuracy.



You have a right to insist on this Rating Plate. It certifies compliance with the high industry standards maintained for your protection by the Truck Mixer Manufacturers Bureau.

**BLAW-KNOX CONSTRUCTION EQUIPMENT DIV.**  
Mattoon, Ill.

**CHAIN BELT COMPANY**  
Milwaukee, Wis.

**CHALLENGE MANUFACTURING CO.**  
Los Angeles, Calif.

**CONCRETE TRANSPORT MIXER CO.**  
St. Louis, Mo.

**CONSTRUCTION MACHINERY CO.**  
Waterloo, Iowa

**THE JAEGER MACHINE COMPANY**  
Columbus, Ohio

**LeTOURNEAU-WESTINGHOUSE CO.**  
Indianapolis, Ind.

**THE T. L. SMITH COMPANY**  
Milwaukee, Wis.

**WHITEMAN MANUFACTURING CO.**  
Pacoima, Calif.

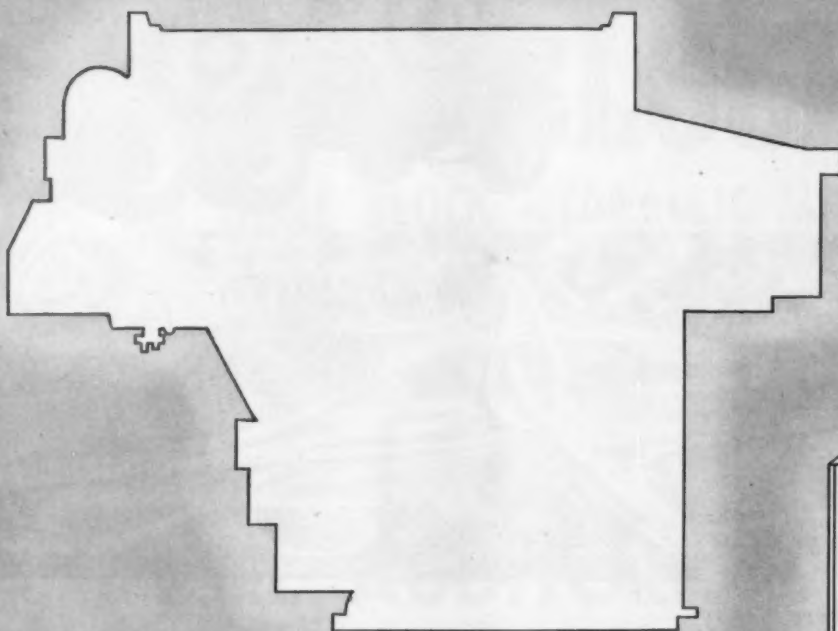
**WILLARD CONCRETE MACHINERY CO., LTD.**  
Lynwood, Calif.

**WORTHINGTON CORPORATION**  
Plainfield, N. J.



***Let us fill you in on the details...***

**at the National Concrete Masonry Show**



Profit-making news for the concrete masonry manufacturer — direct from BUTLER BIN! New highs in automa-

tion and production . . . new lows in operating costs brought to you by the leader in automation.

**BE SURE TO SOLVE THE MYSTERY . . .**

Visit us at Booths 75 — 76 — 77  
Kiel Auditorium • St. Louis, Missouri

**BUTLER BIN CO.**  
WAUKESHA, WISCONSIN

# a great **NEW** mixer

## **ENGINEERED** for tomorrow's **"INSPECTION" TYPE concrete**

*the truck mixer of tomorrow, available now  
built especially for low slump concrete  
fastest charging and discharging  
carries up to agitator  
loads without a door*



*here's why*

**LARGER DISCHARGE OPENING**... free-flow charging and discharging even with 0" slump concrete.

**SHORTER, BIG DIAMETER DRUM**... faster, thorough mixing and better weight distribution.

**SMITH QUALITY**... research, design and manufacturing combined to give long life, low maintenance and superb mixer performance.

Designed to handle the most critical mix under the most adverse conditions of charging, discharging and length of haul.

**Choice of sizes**... 4½, 5½, 6½ yards.

**Front pto**... or *Separate engine drive.*

Write direct for details.



*Since 1900, the pioneer designer and foremost manufacturer of the world's finest mixers*

**THE T. L. SMITH COMPANY • Milwaukee 1, Wisconsin • Lufkin, Texas**  
*affiliated with Essick Manufacturing Company, Los Angeles, California.*

A-4009-1P.

**YOU OWE IT TO YOUR  
GREATER, SMOOTHER PRODUCTION  
OF TRUER, FINER CONCRETE BLOCK  
TO SEE THE NEWER, MORE EFFICIENT**

# **LITH-I-BLOCK**

**TWO and THREE BLOCK HYDRAULIC MACHINE**

•  
**MEET US AT ST. LOUIS**

**BOOTH 'B'**

**KIEL AUDITORIUM**

**FEBRUARY 25-28**

•  
**IF YOU CAN'T MAKE IT, THEN WRITE  
FOR FULL INFORMATION**

•  
**LITH-I-BAR COMPANY • Holland, Mich.**  
*Sales and Service World-Wide*

# 2-WAY RADIO

makes satisfied customers for Travers Supply Co.  
of Decatur, Ill.



## **SPEEDS READY-MIX CONCRETE DELIVERY**

*Direct from the site, Ralph Calfee radios dispatcher John Mosser that another yard is needed to complete the job.*

Photos Courtesy Decatur Herald Review

### **HERE'S HOW RADIO HELPS YOU**

John Stoune, Travers' manager, was arriving at a job in his radio equipped station wagon. Dispatcher Jim Mosser radioed, wondering about a gravel truck due on the job. Stoune answered, "He's dumping the load now—should be back in 20 minutes." Dispatcher Mosser knew exactly when he could schedule that truck for another job. A mixer returning to the plant was heard reporting mechanical trouble. A service truck was immediately sent to him and a spare truck dispatched to fill his next order—as much as an hour saved, not to mention the finisher's temper if he had run out of cement.

If forms aren't ready, the dispatcher gets the report in 30 seconds and can direct the mixer to another site nearby. When an estimate runs short, a fast radio call—direct from the job—gets the concrete there to finish the job. Loose ends at the end of the day are cleaned up easier with radio—drivers and batch plant men get home on time, and expensive overtime payroll is slashed.

With constant dispatcher contact and control, every truck does a bigger job every day, making a more efficient, more profitable operation. And customers are kept serviced, happy and loyal.

### **HERE'S WHY MOTOROLA DOES THE JOB BETTER**

Motorola consistently supplies more mobile and portable radio than all others combined . . . proof of acceptance, experience and quality. The only COMPLETE radio communications service—specialized engineering . . . product . . . customer service . . . parts . . . installation . . . maintenance . . . finance . . . lease.

**VERSATILE**—Motorola produces the greatest variety of 2-way radio equipment available—equipment that can be combined to form a custom-made system at production line prices.

**RUGGED**—It is built to take the severe beating that any ready-mix work imposes on it—proven in use for long life, dependability and economy.

**SERVICE**—There is a Motorola Service Station near you. Motorola offers the most complete national service set-up—700 Authorized Service Stations, on call 24 hours a day.

**TERMS**—You can have Motorola 2-way radio on purchase, time payment, or lease (with or without equity).

Get the full facts from a Motorola Communications Engineer. Write, phone or wire TODAY!



## **MOTOROLA**

**COMMUNICATIONS & ELECTRONICS, INC.**

A Subsidiary of Motorola, Inc., 4501 Augusta Boulevard, Chicago 51, Illinois



# INDUSTRY NEWS

## Philip Paoella Becomes President of Block Assn.



**Mr. Paoella**  
St. Louis. He succeeds Earl W. Peterson to the office.

Mr. Paoella and his two brothers have worked in the company their father founded since their school days, learning every phase of the business and helping it to grow from a back-yard enterprise to one of the largest block firms in the country. The company has expanded in recent years from one plant to five, and today produces well over a hundred sizes and shapes of block.

The company naturally reflects Mr. Paoella's emphasis on progress through careful research and adroit merchandising. At the moment, the family-owned corporation is engaged in the development of a new type of foundation wall unit for residential basements, using their own excellent experimental facilities in co-operation with the United Research Corporation.

An executive of many civic, fraternal, and church organizations, Mr. Paoella has gained wide experience in working with groups and leading them. This, combined with his strong interest in the continuing improvement of concrete masonry as a material for better building, gives promise that he will contribute substantially to NCMA.

## C. H. Scholer Honored by Kansas State Faculty

Charles H. Scholer, past president of the American Concrete Institute and head of the department of applied mechanics at Kansas State Col-

lege from 1923 until last July, was honored by the graduate faculty with a dinner on December 12. He was chosen as one of two faculty members to be so honored.

Scholer's early studies and work on the durability of concrete resulted in considerable savings in road construction throughout the nation. He also was one of the first to consider entraining air into concrete to reduce damage from freezing and thawing.

He received a Distinguished Service Award in 1948 from the Highway Research Board of the National Research Council. He was president of the ACI in 1954.



## New Pipe Specifications Accepted During Meeting

A new concept in the design and requirements of concrete pipe was presented to the members of Committee C-13 (concrete pipe) of the American Society for Testing Materials at its November meeting in Chicago.

Based upon a research program, and a substantial background of data, the committee accepted, subject to letter ballot, a proposed revision of the specification for reinforced concrete pipe for gravity sewers and culverts; it combined and enlarged present requirements of C75 into a new specification designated as C76.

The new concept in design is known as the "D-Load" method, which is a means of classifying the load on pipe. There are two kinds of D-Loads for the three-edge-bearing test in the revised specifications. "D-Load Ultimate" is the load per lineal foot of pipe per foot of diameter to produce ultimate failure. "D-Load .01-inch crack" is the load per lineal foot of pipe per foot of diameter to produce the .01-inch crack. The new specification is designed for both types of D-Loads.

Important changes also were accepted in the specification for concrete sewer pipe (C14).

## Calendar . . .

1957

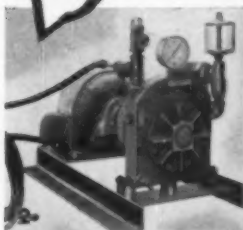
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| <b>FEBRUARY 10-13</b> | Mason Contractors Association of America—7th Annual Convention and Show—Morrison Hotel—Chicago, Illinois.                          |
| <b>FEBRUARY 11-14</b> | National Ready Mixed Concrete Association—27th Annual Meeting—Statler Hotel—Los Angeles, California.                               |
| <b>FEBRUARY 25-28</b> | Concrete Industries Exposition—10th Biennial Exposition—Kiel Auditorium—St. Louis, Missouri.                                       |
| <b>FEBRUARY 25-28</b> | National Concrete Masonry Association—37th Annual Convention—Kiel Auditorium—St. Louis, Missouri.                                  |
| <b>FEBRUARY 25-28</b> | American Concrete Institute—53rd Annual Convention—Statler Hilton Hotel—Dallas, Texas.   |
| <b>MARCH 5-9</b>      | American Concrete Pipe Association—49th Annual Convention—Shoreham Hotel—Washington, D. C.   |
| <b>MARCH 15</b>       | Iowa Ready Mixed Concrete Association—1957 Annual Meeting—Hotel Kirkwood—Des Moines, Iowa.   |
| <b>APRIL 12-13</b>    | Texas Ready Mixed Concrete Association and Texas Aggregates Association—3rd Joint Annual Convention—Hotel Galvez—Galveston, Texas. |
| <b>APRIL 15-17</b>    | Building Research Institute—6th Annual Meeting—Drake Hotel—Chicago, Illinois.  |

## HAVE YOU OVERLOOKED ANY OF THESE IDEAS?

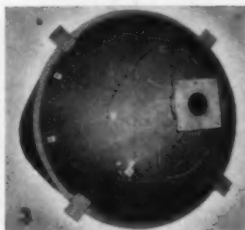
There are places in your batching and mix plants where these low-cost Johnson accessories can profitably increase efficiency on the storage and batching of aggregates and cement . . .



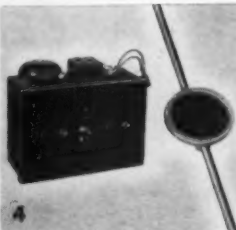
**Pivoted Distributor**  
feeds aggregates into multiple section bins. It turns and locks into position by ground-level control.



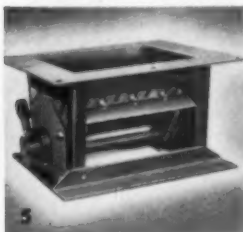
**Rotary Vane Compressor**  
supplies 7 cu. ft. of air pressure per minute to aerate cement silos and bins. Has 15-pound limit-relief valve.



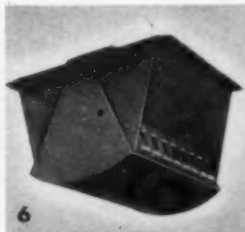
**Aeration Fittings**  
properly spaced in storage silos and tanks keep bulk cement fluid and free-flowing at all times.



**Bin Gauges and Signals**  
accurately register "hi-lo" levels of aggregates or cement. They are dust-proof . . . operation is automatic.



**Rotary Plug Valve**  
controls flow of cement from silos into screw conveyors. It's also used as a fill valve in cement batchers.



**Aggregate Fill Valves**  
single-clam, radial-type, have choker weights for jam-proof closing with large aggregates. Hydraulic pressure lub.



**Receiving Hoppers**  
all sizes, types for box-car, hopper-bottom car, truck, or bag delivery of cement. All-welded, weather-tight.



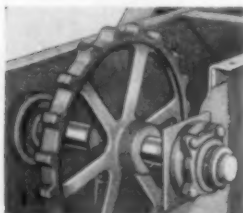
**Elevator Buckets, Chains**  
2 types, 7 sizes of buckets for aggregates and cement. Long-life steel chain has carburized knuckles.



**2-Way Elevator Discharge Valve**  
is a flop-type chute which directs flow of cement from elevator into bin storage tank, or silo.



**Tunnel Gate**  
a single radial clam gate for stockpile reclamation. Skirt board is hinged, opens and locks in any position.



**Chain Sprockets**  
19-tooth chilled-iron cast iron with heavy split hub and double-rim lugs. Also, 12-tooth cast-chrome manganese.

Mail to: **C. S. JOHNSON CO.** CHAMPAIGN, ILL. (Koehring Subsidiary)

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TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
DIVISION \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY, STATE \_\_\_\_\_



ZIBW-CONC.

## Firm's Christmas Gift Is Three Scholarships

A Christmas present for the future, rather than a tangible object that could be held and appreciated now, was the gift of Black-Brollier, Inc., to their approximately 2,700 customers this past Christmas season.

In a letter from George W. Black, president of Black-Brollier, Inc., manufacturers of concrete products in Houston, it was announced that three annual scholarships were being set up for worthy architectural and engineering students at Texas A&M. and Rice Institute.

To quote from Mr. Black's letter, "Black-Brollier has long felt a debt of gratitude to . . . the building industry for the many blessings that have enabled our firm to grow and prosper . . . we wanted to find a more adequate way to return the favors bestowed upon us. This Christmas we have decided to concentrate our gift funds and re-invest them in the future of the industry that has been so good to us . . . These (the scholarships) are gifts from you (our customers) to the building industry, for it is you who have made them possible."

## Concrete Contractors to Form National Group

Plans to form a National Concrete Contractors Association were disclosed at a recent convention of the Concrete Contractors Association of Chicago at the Hotel Del Prado, Mexico.

Bert Carey, president of Bert Carey and Company, and president of the association, described the purpose of a national organization as designed "to foster improvements and extension in the use of concrete throughout the United States at a time when specialization is making greater management and technical demands on contractors everywhere."

A National Concrete Contractors Association, according to Carey, would provide its members with a free monthly publication, make available up-to-date information on wages and business trends, offer collection assistance and legal advice, aid local members engaged in labor disputes, and offer health, pension and life insurance plans at lower group rates.

Although a firm eligibility stipula-

tion has not yet been decided upon, Carey added, membership very likely would be open to "anyone who hires 'cement finishers' according to union definitions."

## Additions to ASTM Book Are Now Available

1956 supplements to the 1955 *Book of ASTM Standards* are now available from American Society for Testing Materials, 1916 Race Street, Philadelphia. Together with the 1955 book, these supplements give in their latest form all ASTM specifications, tests, and definitions, except the chemical analysis of metals.

Part 3, which separately costs \$4.00, whereas the entire set of seven parts costs \$28.00, is the one applying specifically to the industries dealing in cement and concrete.

This 300 page portion of the supplements, includes 57 standards covering cement, lime, gypsum, pipe and drain tile, refractories, ceramic whiteware, porcelain enamel, glass and glass products, thermal insulating materials, natural building stones; mineral aggregates, concrete, non-bituminous highway materials, bituminous materials for highway construction, waterproofing and roofing and soils.

## Akron Dealers Help in Salt Damage Tests

Data on the effects of salt on varying types of concrete sidewalks is being sought in an experiment conducted in Akron, Ohio.

Six Akron ready-mix dealers are participating in the experiment by supplying eight sidewalk slabs each—making a total of 48 slabs. Also, each of the six dealers varied the concrete mix proportions so each produced four sets of two identical slabs.

Over the next several winters, salt will be applied, as needed, to 24 of the sidewalk slabs; while the balance of identical slabs will be kept salt free during the experiment. The Akron ready-mix dealers and the city hope, through the results of this test, to gain more information about salt's effect on concrete surfaces.



## "Repeater" automatically re-batches any mix selection

At the turn of a dial and push of a button, this Johnson automatic Batch Controller selects any one of 120 different size and type batches of aggregates and cement. It weighs out any combination of materials you set up on the central dial-scale control panel . . . and automatically repeats any batch selections for a pre-determined number of times.

The electric-control, 120-mix-selector panel provides for concrete of various strengths in any combination of materials, in  $\frac{1}{2}$  to 2 cubic yard batches. For each size batch there are individual selections for 3 to 6-inch slumps. Dial system makes it easy to change from one mix selection to another. To get any size or type of batch, operator merely turns the selector dial, sets the "repeater", pushes the "start" button . . . and the plant

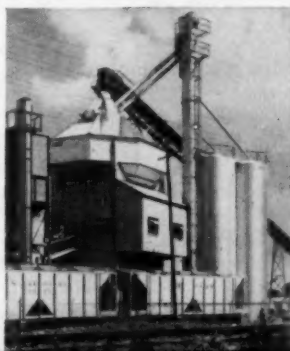
weighs out fast, with pinpoint accuracy. During the batching cycle, a lock prevents accidental change of the mix selector.

Nine material weigh-dials on the control panel have individual pen-recorders. Exact weight of each batch is automatically graph-recorded. Johnson transit-mix plant shown here has: six 5000-lb. aggregate batchers (two with automatic moisture-compensators) . . . a 3000-lb. cement batcher with dual fill valves for selecting 2 types of cement . . . a 2000-lb. water weigh-batcher, and a 5-lb. (80-oz.)

air entraining admix batcher. All are fully automatic.

Whenever you plan a new plant . . . or want to modernize an existing set-up, look into the increased efficiency you can get with Johnson equipment. You'll find your Johnson distributor is at your service . . . ready to help at any time.

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**JOHNSON** **C. S. JOHNSON CO.** CHAMPAIGN, ILLINOIS  
Koehring Subsidiary



# Everybody's Business

## MONEY

- In a recent statement, Alfred Hayes, president of the New York Federal Reserve Bank, said the restraining controls on credit, now being applied by the Federal Reserve Board, will continue in effect so long as the general economy continues to expand. Mr. Hayes did go on to say that the Reserve Board is continually looking for definite signs of a temporary peak having been reached in the nation's economic growth.
- Though the interest rate on loans insured by the Federal Housing Administration was raised in December to five per cent, this incentive to draw more money into FHA backed construction has had "little or no" effect so far, according to a staff report of a Congressional committee.
- A possible source of money to the home buying market may come if a bill, introduced by Senate Democratic leader Johnson, passes Congress. The \$1.4 billion, provided in the bill for Federal aid to veteran home buyers, would be made available from the National Life Insurance Fund.

## PRICES

- To compensate for their increased costs of purchasing crude oil, a number of gasoline, diesel, and fuel oil producers have raised their prices on these commodities. Most of the price increases were, for the time being at least, limited to the southwestern states.
- Current maximum prices for bulk cement f.o.b. 35 selected U.S. mills vary from \$3.10 at Independence, Kansas, to \$3.45 from the mills at Universal, Pennsylvania; Steelton, Minnesota; Duluth, Minnesota; Oswego, New York; and West Winfield, Pennsylvania.
- According to the 1956 Departments of Labor and Commerce figures, the average wholesale index price for all building materials stood at 131.0 near the end of last year (the 1947-49 average index price in used as 100). Compared with this, the index for concrete products increased to only 125.0 over the same period.
- Using the same Department of Labor and Commerce index, some of the wholesale prices for competitive building materials were: lumber—123.6, structural metal shapes—170.5, and structural clay products—150.1.

## CONSTRUCTION

- The final figure for the number of housing starts for 1956 is now out. The government figures indicated that the total was 1,120,000 units, a drop of 16 per cent from the previous year. Last year's number of starts was also the lowest since 1953.
- Two of the largest business organizations in the United States—General Motors and General Electric—have postponed parts of their previously announced expansion plans. General Motors announced in the middle of January that it was delaying construction of a huge assembly plant for Buicks, Oldsmobiles, and Pontiacs, at Sunnyvale, California. They also said they were delaying construction of a Chevrolet automobile and truck assembly plant at Lordstown, Ohio. Earlier, General Electric had stated it was postponing work on four proposed plants. These were to be located in Valley Forge, Pennsylvania; Coshocton, Ohio; Gainesville, Florida; and Cleveland, Ohio.

## Silo Manufacturers Meet in Cincinnati

More than 200 members and guests of the National Association of Silo Manufacturers met at the Hotel Sinton, Cincinnati, Ohio, on November 7-9 for their 44th annual convention. Theme of the convention was "making silo sales easy." Among important proceedings approved by the membership was changing the association name to National Silo Association.

During the three-day convention, which included a workshop discussion on aggressive selling and better management for the silo industry, members of the association elected new officers and executive committee members for the 1957 term. Following are those re-elected as association officers: Glenn R. Dodson, Dodson Mfg. Co., Wichita, Kansas, re-elected President; Henry Long, Long Silo & Block Co., Shelbyville, Kentucky, Vice President; and Z. W. Craine, Craine, Inc., Norwich, New York, Secretary-Treasurer.

## Program for 1957 ACI Convention in Dallas

February 25, the opening day of the 1957 American Concrete Institute Convention at the Statler Hotel in Dallas, has been designated as technical committee day.

With Frank Kerekes presiding, the first session, Tuesday, will discuss the proposed standard for evaluation of test results of compression tests of field concrete and the Detailing Manual. Thor Germundsson is chairman for the Tuesday's session on prestressed concrete.

Major sessions on construction, design, and materials are planned for Wednesday, February 27. Walter H. Price will be chairman of the construction session; Douglas McHenry is scheduled to conduct the design session; and A. Allan Bates is chairman of the materials session.

On Thursday, February 28, a research session is to be developed by committee 115, under the chairmanship of S. J. Chamberlin. The final session of the convention, directed by Cedric Willson, will feature lightweight aggregate developments.



## CEMENT BRIEFS

Ideal Cement Company will spend \$14 million on the projected addition to its plant at Ada, Oklahoma. Construction has already begun, and completion is expected late this year. The addition is part of Ideal's \$50 million expansion program.

Texas Portland Cement Company at Echo, Texas, has begun production.

Lone Star Cement Corporation has added a fourth kiln to its plant near Daleville in Virginia. The addition is part of the firm's nationwide expansion program which, on completion next year, will have doubled the company's domestic production capacity to 38.8 million barrels per year.

Marquette Cement Manufacturing Company has won top honors for its annual report for the twelfth consecutive year. The board of judges in the "Financial World" Annual Report Survey announced Marquette's report as best in the cement industry, with Permanente Cement Company placing second and Lone Star Cement Corporation, third.

### S. S. Steinberg Leaves University of Maryland

University of Maryland Professor S.S. Steinberg, who for 20 years has assisted in research projects of the National Ready Mixed Concrete Association and the National Sand and Gravel Association, announced recently in a letter to the presidents of both associations that he was leaving the university to become president of a Brazilian University.

Professor Steinberg was dean of the University of Maryland's College of Engineering. Research programs were carried on jointly by the two associations and the University at College Park, Maryland.

In appreciation of Dean Steinberg's assistance, a watch and a resolution signed by the presidents of the two associations were presented to Dean Steinberg at the opening session on November 26 of the annual short course at the University of Maryland.



## STEEL FORMS CUT BUILDING COSTS IN CALIFORNIA

*...with prestressed concrete double T slab  
floors, ceilings and roofs!*

Southern California's phenomenal growth coupled with the nationwide increasing building costs prompted Rockwin Prestressed Concrete Corporation to investigate and install FORM-CRETE double T casting forms in their Norwalk plant to provide needed construction savings in the area.

The building illustrated is one of several in the Los Angeles area designed by architectural associates Jack H. McDonald and Cejay Parsons (one of Rockwin's many customers) utilizing economical prestressed double T concrete slabs for floors, ceilings and roofs.

We, the Florida Division of FMC, are pioneers in the engineering, design and fabrication of prestressed concrete poured-in-place and semi-portable flat-bed steel forms for production line casting of every type of prestressed construction product. In addition, we offer a free engineering and design consultant service for your steel form needs in custom fabrication on specialized projects.

Investigate the highly profitable new market in the prestressed concrete product field with its unlimited applications...write, wire or phone today—get into the prestressed concrete business now with FORM-CRETE steel casting forms!



**FORM-CRETE DOUBLE T ALL-STEEL CASTING FORMS**—By utilizing a variety of grout forms and stem heights any ingenious manufacturer can easily surpass the 37 individual prestressed concrete castings that we conservatively estimate may be produced from this one all-steel, semi-portable flat bed form assembly.

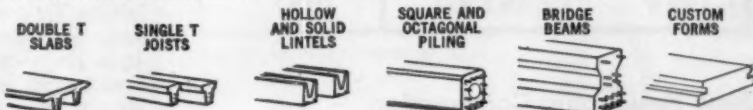
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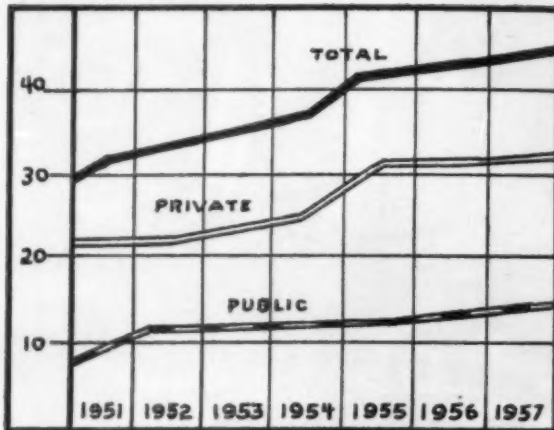


**FOOD MACHINERY  
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FLORIDA DIVISION**  
LAKELAND, FLORIDA

FORM-CRETE STEEL FORMS FOR CASTING REINFORCED OR PRESTRESSED CONCRETE



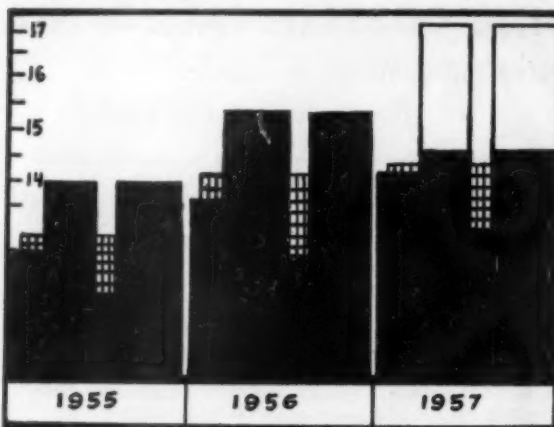
Billions of Dollars (1957 estimated)



Departments of Labor and Commerce

## New Construction 1951-1957

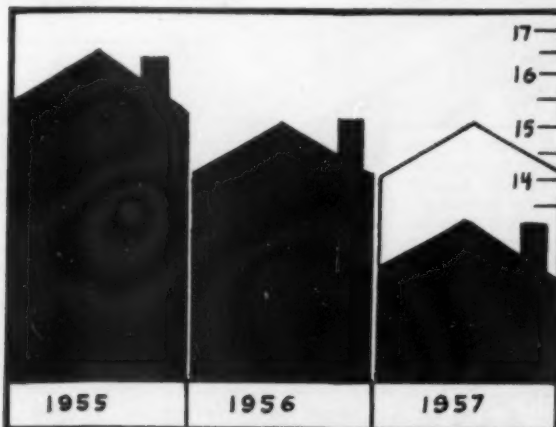
Billions of Dollars (1957 estimated)



Departments of Labor and Commerce

## New Private Construction (Other Than Residential)

Billions of Dollars (1957 estimated)



Departments of Labor and Commerce

## New Residential Construction

# Looking at 1957

Not everyone is in complete agreement over the outlook for construction in the coming year of 1957. Generally, the forecasts were in the form of guarded and cautious optimism, interspersed with expressions of pessimism—the latter was particularly evident in residential building.

The areas of optimism, tempered with ifs, were for an increase in the total value of new construction, overall construction, most public construction, and for private construction, other than housing and possibly hospitals, institutions, and farm construction.

Predictions for the 1957 total new construction figure centered around the \$46.4-billion forecast of the Departments of Labor and Commerce and the \$47.4 billion projection of the Associated General Contractors of America. Both figures would represent an increase over the 1956 total of close to \$44.3 billion.

The AGC further predicts a jump to over \$64 billion in overall construction. This figure is based on their estimate of \$47.4 billion for new construction and \$17 billion for maintenance and repair work. The overall totals for 1956 were figured at \$60.8 billion—the first \$60-billion year of construction.

Another area of general agreement was for an increase in public construction—though states and local governments are feeling the pinch of high interest rates. The forecasters are inclined to peg this area of construction at around \$15 billion for 1957. This compares with an estimated \$13.4 billion in 1956. The 1957 figure for public construction is being spurred by heavy spending for highways and schools.

Outlays for private non-residential construction (this includes all types of new private construction other than housing) are projected to continue their swing upward from the estimated \$15.7 billion for 1956. Some estimate this figure could reach \$17.3 billion. Recently, though, a few large private projects in this category have been delayed. This may presage a trend towards lower industrial spending for expansion and building. In this case, 1957's dollar figure could be lower than 1956's.

By and large, the home builders were the most concerned over 1956's record and their future in 1957. After attaining an unparalleled high in 1955 of 1.3 million starts amounting to \$16.5 billion, they participated in a drop in 1956 to 1,120,000 starts and approximately \$15.1 billion. They expect this drop to continue in 1957. Forecasts usually run between 900,000 and 1,000,000 starts. If, as projected, the medium priced house is \$15,200, this would mean between \$13.7 billion and \$15.2 billion for the coming year.

## Dodge Predicts Moderate Increase

The year 1956 set a new record in dollar volume of contract awards for future construction in the 37 states east of the Rockies, F. W. Dodge Corporation, construction news and marketing specialists reported. At \$24,412,630,000, the awards were three per cent greater than the 1955 total.

However, December awards at \$1,575,897,000 were 18 per cent lower than December 1955 and marked the fourth consecutive month in which awards have been lower than the corresponding periods of 1955.

The cumulative awards for the

year 1956 also established all-time records in dollar volume in two major construction categories: non-residential awards at \$9,005,948,000, were six per cent greater than the similar 1955 period; heavy engineering at \$5,580,222,000 showed a 10 per cent increase. However, residential awards at \$9,826,460,000 were down four per cent compared to 1955 although they were the second highest ever recorded.

Commenting on the year-end figures, Thomas S. Holden, Dodge vice chairman, said: "While contract awards in the past year set records, the increase was more moderate than

in any earlier postwar year. This is not at all surprising, and in fact it was anticipated in our outlook statement issued in November 1955. The prospects for 1957, at this stage, seem to be for another moderate increase to new record levels, sparked largely by public works construction of all types, with particular emphasis on highways."

December awards by major construction categories show a new record in dollar volume in the heavy engineering category of \$502,029,000, up four per cent compared to December 1955. However, residential awards at \$450,646,000 were down 37 per cent, and non-residential at \$623,222,000 decreased 14 per cent compared to the like 1955 period.

## Constructor Views 1956 and 1957

Industrial construction will continue at present high levels in 1957, according to a forecast by William Collins, president of Walter Kidde Constructors, Incorporated, engineers and builders of New York and Houston, but he warned against expecting a repetition of the sharp increase which promises to push '56 volume almost 100 per cent above 1955 figures.

Mr. Collins pointed out that 1956 industrial construction, which may go over the \$5 billion mark for the first time in history, reflected a concentrated desire for expansion, particularly on the part of the steel and process industries. The growing backlog of industrial expansion and modernization projects planned for 1957—together with the influence of cor-

porate mergers and increasing corporate research programs—appears sufficient to maintain industrial construction at or slightly above its present record level but does not promise the impetus for another large-scale increase.

He foresaw little adverse effect on 1957 industrial construction from the increased cost of money.

"When new plants are necessary, money costs are seldom a factor," Mr. Collins said. He pointed out that the cost of money is negligible compared to the loss involved in operating an inefficient plant or in foregoing necessary research and control facilities in a competitive market.

However, Mr. Collins saw current money shortages as a potential stumbling block, particularly for smaller companies.

"The situation favors large corporations", he said, "in that they can avail themselves of capital funds through lending institutions more readily than can smaller corporations".

Although it is expected that building costs will increase moderately in 1957, the pressure on industry to modernize their plant and facilities to keep pace with technological competition will make such increases an insignificant factor in decisions to expand and modernize, Mr. Collins said.

The Kidde president saw the smaller rate of increase in 1957 as a healthy sign. "Basically," he said, "we are not dealing with a one, two or three-year situation. We are experiencing an era of continuous industrial improvement, with attendant expansion, diversification and intense competition for markets and processes."

## NAHB Forecasts 900,000 Starts

A group of 40 members of the National Association of Home Builders, meeting in Washington recently, predicted the number of housing starts for the year of 1957 may fall to a figure in the neighborhood of 900,000 units. This pessimistic forecast was based on the assumption that credit would remain tight through the year (some believed

credit would be harder to get in 1957).

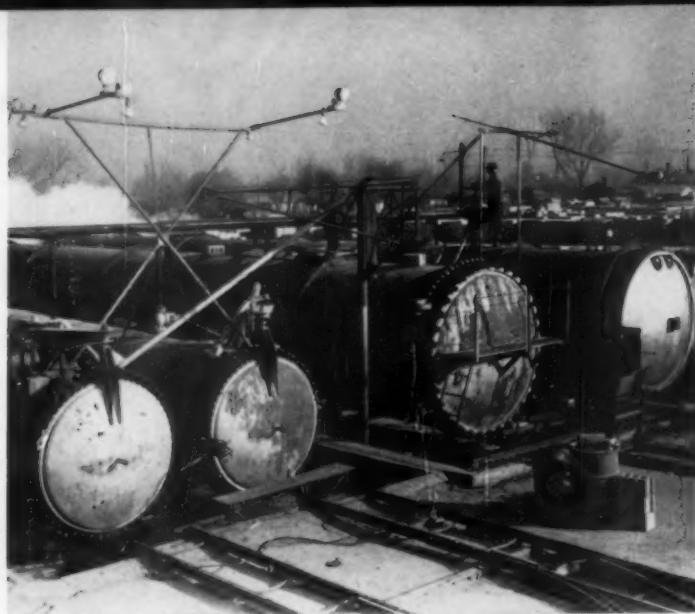
This prediction was made at a behind-the-doors meeting with government officials from its monetary and housing groups, and congressional staff representatives.

This drop to 900,000 starts would mean a reduction of approximately 20 per cent from the starts in 1956, which amounted to 1,120,000 units.

It also would mean an even more sizeable reduction from the 1,300,000 units built in 1955, the record year.

It will be in the medium-priced range of houses that most of the drop is expected, according to the home builders. The consensus of most of the builders was that the market for their products is still at a good level but that they can't get the financing required to meet the market potential. People still wanted to and can afford to buy new housing, but the money with which to build just isn't available.





# Production Autoclave Curing

By Truman Sparks

*New facilities at Buehners in Salt Lake City have trimmed overhead while increasing production of a superior product*

Buehner Block Company, the Salt Lake City firm which about one-and-one-half years ago introduced autoclave-cured concrete masonry products to Utah, recently completed a sizeable expansion program which has upped plant autoclave curing capacity by more than one-third and streamlined operations to increase efficiency, minimize overhead, and provide a more highly mechanized setup.

New facilities include additional trackage and switchwork which enable charging a load of green block as soon as a cured load clears an autoclave door, interconnecting steam lines between vessels which permits exhausting steam from one cooker into any of the others in the four-autoclave battery, and installation of a new, 110-foot-long vessel incorporating a quick-acting, hydraulically-sealed door.

This door is secured by an expanding steel collar. There is a lip around the inside circumference of the door and another lip around the outside edge of the collar which is clamped to the autoclave body. The collar connects to a two-way hydrau-

lic hand-operated pump.

Pressure from the pump expands the collar so as to allow the autoclave door to close within the collar and be snug against a neoprene gasket around the edge of the vessel. Then, when action of the pump is reversed, a few strokes of the handle cinches the collar down around the door and draws the lips together so that they interlock. Ends of the collar are flattened; two 2-inch holes have been drilled through each end. Once the collar has been cinched down to where the ends overlap and the two sets of holes jibe, the operator shoves 2-inch pins through them to take the strain from the pump when steam is introduced to the autoclave.

The sealing mechanism has a comparatively simple safety device which prevents opening the door when there is any pressure inside the autoclave. It consists of a short lever with a small half-moon-shaped steel plate on its top end. A short pull on the bottom end of the lever slips this plate into a notch in the sleeve just behind the butt ends of the two pins, preventing their re-

moval from the holes in the collar as long as the plate remains in place.

The locking lever is interconnected with a plug-type valve threaded onto a 2-inch line leading into the vessel. A pressure equal to whatever is inside the autoclave feeds through the line and into the valve; as long as a pressure exists in the valve, its mechanism remains locked, preventing movement of the lever which must be pulled back before the two pins securing the collar can be withdrawn.

The door seals at anywhere between 30 to 90 pounds, depending upon condition of the neoprene gasket—which must be changed about every two weeks pending discovery of a more satisfactory material for this purpose. The outer edge of the gasket is feathered, leaving it pliable. As pressure inside the vessel mounts, this flexible edge is forced over against the door to complete the seal. Steam which works between the edge of the gasket and the door prior to sealing is forced outside through a  $\frac{5}{8}$ -inch hole drilled through the bottom of the autoclave body just in front of the gasket.



On the negative side, this type of sealing mechanism prevents pulling a vacuum inside the autoclave. And occasionally a vacuum is desirable in the production of some types of concrete masonry products.

A 6-inch feed pipe coming from the boiler crosses the tops of the four autoclaves. Tee connections and separate valves at each vessel permit steam to be fed from the boiler into any vessel, independent of the others. A master valve at the head of the line can, when closed, block off all incoming steam from the boiler. The 8-inch exhaust line is similarly interconnected and equipped with a master valve and an individual valve for each cooker.

This hookup enables exhausting steam from one autoclave into any of the others whenever operations are synchronized so as to make it practical. When the master valve on the exhaust line is closed, the valve of the vessel containing the new charge can be opened at the same time the exhaust valve of the blowdown cooker is opened; then steam is piped across into the other vessel rather than being wasted into the atmosphere. However, if timing at changeovers cannot be arranged, it's more practical to blowdown into the atmosphere rather than wait and tie up both vessels during the interim time. The best answer to enable re-using a maximum volume of steam

is more autoclaves. These may come as Buehners expands in the future to meet increased production needs.

The progressive Utah plant autoclave-cures by two different methods: the single stage and double stage. Each has its merits; each has its drawbacks, although the quality of the finished product, in both cases, remains practically the same.

In the single stage cure, the block goes to an autoclave directly from the molding room. They are still soft and tender; their exteriors are cold; and they can't stand the thermal shock of a large-volume steam charge entering and causing a sudden pressure rise. The block absorbs water as the hot steam hits the cold surfaces and condenses, and a too-sudden pressure change can cause them to explode.

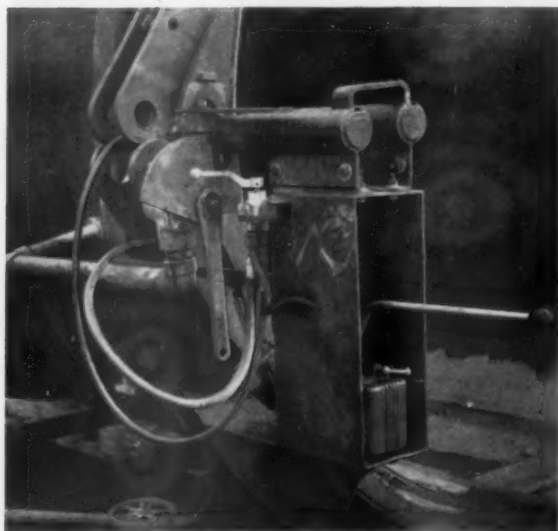
Therefore, in a single stage cure, the steam charge is brought up to the 150 pounds and 350-degree temperature slowly over a two to three-hour period. This factor also somewhat discourages attempting to re-use steam by transferring it from one vessel into the other. Not only is the blowdown cooker tied up for an extra two to three hours, but their experience has taught that a superior block is produced if the blowdown is accomplished as rapidly as possible.

The block remains at a higher

temperature during the time steam is drawn off; as a result, more water boils out than is the case where steam is exhausted slowly and the block permitted to partially cool. And when temperatures drop below the boiling point, the newly-cured blocks under such humid conditions tend to take on moisture rather than expel it. A blowdown into the atmosphere can be completed in about 20 minutes.

In the two-stage cure, blocks go from the mold to first spend a day pre-setting in non-pressurized steam rooms before being charged to an autoclave. The preset room firms them to where they can stand a more rapid blowup, netting a considerable savings in time that they need remain in the autoclave. However, the 2-stage cure requires two extra handlings and a much longer overall curing period.

Where a 2-stage cure is used, Buehners have found that, if operations are synchronized to enable drawing steam from another vessel, the blowdown autoclave can be exhausted rapidly with no damage to the new charge providing about ten pounds of steam—which raises partially-cured block temperatures to the boiling point so that there is steam rather than water in the vessel—are first introduced from the boiler. This acts as a cushion to absorb the thermal shock when the



● Closeup of the hydraulic sealing mechanism. The two-way hand pump in lower center actuates expanding and contracting collar, cinching it down so that holes in the ends jibe. The two locking pins are inserted in holes prior to introduction of high pressure steam into the vessel.



● Safety plate on the end of the locking lever is slipped into the notch at the butt end of the pin in position. The lever is interconnected with a plug-type valve one end of which is threaded onto a 2-inch line coming from the autoclave.

large volume is admitted en masse from the second vessel.

About 50 of the 175 pounds needed can be routed over without loss of time. Beyond this point, it's been found more practical to close valves between the two vessels, shoot the remaining steam from the autoclave containing the cured block into the atmosphere, and bring the temperature of the charge in the other cooker on up from the boiler line.

The new trackage and sidings, mentioned earlier, enable positioning a new train so that it can be charged to a cooker almost as soon as a cured load clears the autoclave door. Power to move the trains in and out of the vessels is supplied by a single electric winch, placed well back and away from the autoclaves. Sheaves in front of each vessel keep the cable properly aligned.

As soon as a door is opened, the cable hook is attached to the lead car and the train is drawn out and

across the siding onto the track leading directly into another vessel. The cable is unhitched, looped over a sheave, secured up front inside the autoclave, and then hooked to the car at the far end of the new train. Power from the winch then pushes rather than pulls the train into the cooker. All that remains to be done to start the new cycle is to remove the cable, close and secure the door, and open the intake valve.

Before the additional trackage and switches were installed, Buehners, during changeovers, would have to do double time with their fork lifts while unloading the cars and placing a fresh charge in the vessels. Under the present setup, this time-consuming operation has been eliminated.

Buehners turned to autoclave curing in 1955, not only to reduce the treatment period from 28 days to 8 hours, but also because studies had convinced company officials that a superior product would be the result.

High pressure steam, according to the Buehner people, has been found to cause an important chemical reaction, normally not resulting from non-pressurized treatment. In this reaction, any unstable calcium silicates, present in the mix, converts into stabilized crystalline forms. Resulting blocks do not shrink from drying nor expand from wetting as much as blocks cured in conventional steam kilns. And the high early strength, approximately equal at the end of the 8-hour curing period to the compressive strength of moist-cured units at 28 days is permanent, they have found.

Then too, the work can always be performed under controlled conditions; autoclave curing has been found to be one of the various methods that insures meeting federal specifications for linear shrinkage. This shrinkage in autoclave-cured blocks, is about 50 percent less than that usually found in blocks processed under nonpressurized steam.



● Following blowdown, the cured load is winched slowly out of the autoclave, over the switch, and onto the empty track. A sheave keeps the cable properly aligned while the train crosses the siding.

# Keeping Executive Personnel

In the final analysis people are the key to business success. It is generally true that other companies can acquire capital as readily and equipment at least as good as the small business owner can; other companies will undertake as much research as his. The one way in which he can be sure of obtaining a competitive advantage is through building and holding a better management team.

Large sums of money and intensive effort are continually expended on finding, developing, and holding high-calibre personnel. These efforts include searching for talent already employed and enticing it away from the current employer. Thus, the small business manager is always subject to the risk that larger companies will try to hire away his ablest people. He must do everything possible to retain these individuals through adequate compensation, opportunity, and incentive.

But to obtain and hold competent managerial and technical people, although important, is not enough. He must, in addition, encourage a high level of performance. Accordingly, the objectives of any executive-incentive program are these:

**(1) To obtain and hold management and technical people of high competence; (2) to encourage a high level of current, individual performance; and (3) to encourage building for the future a strong and profitable business.**

## WHAT DO EXECUTIVES WANT

No balanced incentive compensation plan is possible without recognition of four areas of executive interest. These are (without any in-

tention of suggesting priority of importance by order of presentation):

**(1) Job Satisfaction, (2) Security, (3) Current Compensation, (4) Estate Building.**

### • Job Satisfaction. —

Job satisfaction is more than job accomplishment, although this must be present. For most men self-expression is gained through the job or not at all.

In addition to a sense of individual accomplishment, or of contributing to company success, every executive wants the opportunity to grow (particularly important for the ambitious) and attain status and authority, in a satisfactory job climate. Opportunity to grow should include increased responsibility as well as increased title or compensation. Job climate is a sum of intangibles which include, among other things, the personalities and administrative idiosyncrasies of associates and bosses.

Approached constructively, smaller businesses have a real competitive advantage here. There are more and earlier chances for an executive employee to see and share in total management in a small business than in a large one. Moreover, many men enjoy the close personal relationships which are typical in a small business, but much more difficult or impossible in a very large concern. Job accomplishment is much more closely related to total business accomplishment and can be more obvious to the individual. Thus, if the small business owner is imaginative and works hard at the problem, he can get and hold people who can turn in top performances and help him maintain and improve his competitive position.

### • Security. —

Illness, old age, disability, and death have to be faced by all.

Any man good enough to earn managerial responsibility ought to be able to eliminate the problem of unemployment from his security considerations — at least as far as his employer is concerned. Where the other problems of security are concerned, the executive perhaps should be more self-reliant. However, legal and tax considerations have tended to make it more difficult for the individual to provide for illness, disability, and old age. The same forces have made it possible for a company employer to handle those security problems more cheaply than is possible for the individual. Intelligent management will include security provisions in any package it is considering to attract and hold managerial personnel. The tools include group insurance, pension and other retirement provisions, disability protection, and similar devices.

### • Current Compensation. —

Current takehome pay sets the standard of living people maintain for themselves and their families. It determines the amount of possible provision for the security problems described above. But human nature tends to put a higher priority on the present than on the future. Hence, there is no element in an incentive program that can take the place of adequate current compensation.

### • Estate Building. —

Estate building is a necessary step in providing for retirement, for emergencies, and for family responsibilities. To many it would appear that with adequate current compen-



sation it ought to be possible to leave saving to the individual. This is largely true, but a business owner should recognize the legal and tax aspects of the problem. There is, first, the factor of individual-income-tax rates versus capital-gains-tax rates. There is also the added consideration that an employer can do some saving (pension plans) for his employees free even of corporate taxes, and can time compensation so that part of it is paid and taxed years later at lower rates — based on a lower gross income in retirement years. In other words, the employer can save more cheaply and efficiently for his executives than the executives can for themselves. This presents a substantial advantage in the problem of hiring and holding topflight managerial personnel.

### THE TOOLS

The next step is to consider the tools available to accomplish the desired results. They can be defined as follows:

1. The work itself
2. Opportunity to advance and grow
3. Insurance
4. Pensions
5. Profit sharing
6. Salary
7. Supplementary compensation
8. Deferred compensation
9. Fringe benefits
10. Stock options and equity purchase

#### • The Job Itself. —

The need for job satisfaction has been emphasized. The employee should be given responsibility plus authority commensurate with his ability and experience. Having hired him, the boss should not do his job or make decisions for him. If management is concerned about the problem of getting and keeping top-flight people, it should start reviewing work assignments to make sure the individual jobs are worth the interest of good men.

#### • Opportunity to Advance. —

Good executives do not want to stand still — they want to grow in experience, responsibility, and compensation. To get and hold them, there must be opportunity to advance. This means more than just a change in job title, or responsibility for the work of larger numbers of people. In small firms, men can be given added responsibility on the same job and can grow through contact with other functional aspects of management. They can become man-

agers in the real sense of the word earlier than is possible in larger companies.

#### • Insurance Programs. —

Security against the risks of illness, accidents, and death are the particular objectives of insurance. Modern group policies provide a maximum of protection for a minimum cost. The tendency is for the upper dollar limits of group insurance to rise. Thus, you can include individual death coverage under group policies at limits as high as \$50,000 and \$75,000. It is possible to provide substantial death, health, and accident insurance for key personnel on either a contributory or non-contributory basis. Insurance consultants, as well as insurance company representatives, are available to advise you in this area.

#### • Pensions. —

The rapid spread of pension plans is well recognized. Not so well recognized is the extent of tax encouragement given to approved pension plans. Company contributions to such plans are deductible as costs and hence may be provided from "before-tax" funds. Interest earned on pension trust funds is tax exempt. As a result, your company can help its employees build retirement protection at great savings. For the very small companies, it is possible (though generally at a higher cost) to provide pensions through insurance annuity plans. The plan may be made contributory, for the advantages to the employee of an approved plan cannot be matched by private savings. Note, however, that the development of a good pension plan involves technical skill of a high order. A business owner would be well-advised to seek counsel on this problem from an actuarial consultant.

#### • Profit Sharing. —

Participation in the success of a company can have great incentive value in increasing efforts to achieve that success. Profit sharing is one method of participation. It can be limited to managerial personnel or extended to all employees. As an element in a company's costs, it has the advantage of being geared to profits, reducing outlay when profits are down.

Profit sharing is frequently used also as a device to provide for retirement. Under favorable circumstances it can meet the retirement problem more than adequately and at the same time relieve the company

of fixed commitments in bad years. It can also be tied in with an insurance program to provide a constant, death-benefit protection using lower-rate insurance in the early years of service, and substituting profit-sharing credits as service and age increase.

U. S. Treasury Department approval of your profit-sharing plan is required if full tax benefits are to be obtained. The company's attorneys or tax counsel can give advice as to conditions and procedures necessary for such approval.

#### • Salary. —

Companies are coming to recognize the need for more careful salary analysis and review. It is important that the salary portion of total compensation be competitive with the amounts other firms are offering. Contingent pay cannot safely be substituted for it unless the chances for gain more than offset the risks of not qualifying for supplementary income.

#### • Supplementary Compensation. —

The most direct incentive possible is supplementary compensation related to performance. Commissions granted to sales executives are one common example. The familiar management bonus is another. These devices make it possible (1) to match the monetary reward to results, and (2) to pay the reward soon after accomplishment. Both elements are important.

Successful use of extra compensation as an incentive depends on accomplishing the closest possible connection between pay and performance.

Maximum incentive is possible only when individual accomplishment is measured and rewarded. This calls for (1) realistic appraisal of how each executive is performing, and (2) distinction between differing performances of individuals. While the total pool of funds to be distributed as extra compensation can properly be related to profit level, the share paid to any one individual should be determined by his performance.

It is fairly general practice to divide total planned compensation between base salary and extra compensation in the ratios to two-thirds for salary and one-third for bonus. This means that a bonus equal to one-half of salary is common. Between individuals — and from one year to another — these proportions will of course vary. The objective of



a bonus plan is to make a substantial part of the manager's compensation dependent upon his own accomplishment and contribution to business profits. The reflection of the accomplishment should be prompt and clear.

#### • **Deferred Compensation.** —

It is becoming increasingly common to defer a portion of compensation. A contract is made with an executive under which he agrees (1) to continue employment with a company until a normal retirement age, (2) to continue on an advisory or consultative basis for a period thereafter, and (3) not to enter a competing business while retired. In return for all of these, he will be paid a continuing compensation for a period after retirement. Such an arrangement can benefit both sides. The company is assured the executive's continuing services and is protected against loss of his services and experience to a competitor. The executive gains a measure of retirement security and can have substantial tax advantages resulting from having some compensation continue into years when his total taxable income is likely to be less. Since he must stay with the same firm until retirement to get these benefits, his incentive to stay with his present employer is increased. This plan enables the company to hold executives who might otherwise be tempted to leave for higher current pay, or a variety of other reasons.

#### • **Fringe Benefits.** —

The smaller business can give the same advantages as its larger competitor by offering executives various fringe benefits such as use of a company car, company travel, club memberships, and similar items. Of course, plain honesty and the tax laws require that these devices be used legitimately. But both these requirements can be met, while at the same time making the job more attractive. Fringe benefits should not be overlooked as valuable incentives to hold good men.

#### • **Stock Options and Equity Purchase.** —

Opportunities to buy into the company through stock options or stock purchases offer incentive advantages in that these devices tend to encourage a longer term company point of view. The interests of the man and of the owners become the same. Moreover, if the executive helps build value into the equity, he will share in the increased value; the profit re-

sulting will be taxable at lower capital gain rates. If the company is growing, the plan can provide some of the necessary capital. If the business is small and closely held, eventual total sale to employees can solve potentially difficult estate problems.

Even where voting control is important, it is still possible to develop plans which give executives some equity interest and a worthwhile share in profits. This can be done, for example, by a special class of stock or by repurchase contracts. Also, the interest of the owner can be protected, where desirable, by giving him preferred stock or bonds for the company assets, leaving common stock to reflect excess earning power. This idea has the further advantage of giving great potential earning power to the common stock because of the relatively stable and small fixed charges.

All of the tools to accomplish the objective of holding and rewarding able management people have important tax or legal aspects. Pension and profit-sharing plans must be qualified under Internal Revenue Service regulations if full benefits are to be obtained. If a company is doing any Government business, approval may be necessary before the costs of pensions or other benefits can qualify as a cost element. Employment contracts need to be developed carefully. Because of these problems, it is imperative to seek and follow competent legal and tax advice before any plan is adopted.

### **THE NEED FOR FINANCIAL CONSERVATISM**

Smaller businesses have a particular need for financial conservatism. Pensions, death benefits, accident and health benefits, and compensation contracts all affect the future. It is easy to take on commitments in a period of good profits which can become a great burden later. It is better business to undertake to make larger payments in good times, if this also makes possible lower outlays when times are less favorable.

A company must keep fixed commitments within reason and protect contingent payments by tying them to profits. This means relatively low fixed salaries with compensating opportunities for profit-based bonuses. It means giving careful consideration to profit-sharing as a tool to meet, at least partially, retirement and death benefit problems. It means using equity purchase options where the individual gains only if the owners gain more. With careful plan-

ning, it is possible to keep financial risks at a minimum while building an effective program.

### **PROTECTING THE OWNER'S INVESTMENT**

A business owner should be willing to pay for value received. At the same time, he will not want to give away what he has worked so hard to build. Therefore, dilution of his equity in assets and earnings is a very special problem.

There are a number of devices which can help here. In the first place, incentive payments can be set to start only after a reasonable minimum has been earned on the original investment. Until this rate has been reached, management cannot be said to have performed outstandingly. A formula might be established setting aside an appropriate percentage of profits before taxes in excess of an amount equal to 20 per cent on net worth. A sales executive might be rewarded for gross margin earned in excess of a standard rate. The incentive is thus directed towards improvement rather than mere maintenance of a status quo.

In the equity area, it is possible to establish a special class of stock which shares in profits in excess of a stated minimum. Or it might, perhaps, be desirable to recapitalize, issuing preferred stock for present values; in such a case common stock options given to executives would be valueless unless they produced earnings to give it value. The variations are limitless and can be tailored to meet each particular situation.

The problem of voting control has been previously discussed. It is entirely practical to protect it. On the other hand, if ultimate sale of the company is contemplated, provisions for appraisal of values can be set so as to avoid future argument.

### **THE NEED FOR INTEGRATION**

The reasons why incentives are needed, the objectives, must never be forgotten. The various tools used must add up to a total plan. It is desirable to review periodically the whole package. As to each element, it might be wise to ask: What will this tool accomplish? What is its incentive value? Does it have any negative effects in other areas? Can it be made more effective? As to the whole program, the questions should be: What objectives does the plan accomplish? Are the results the ones expected? Where is it strong? Where is it weak? What additional features are needed?

# What Sells A House

An interesting question—"What Sells A House?"—because there are so many factors involved. And, in each sale, the relevancy of the factors varies. For instance, to say that it is just the salesman or real estate agent who sells the house wouldn't be quite correct. Nor would it be wholly logical to say that the lot and its proximity to schools and shopping facilities is the chief factor in the sale of a house. It would be

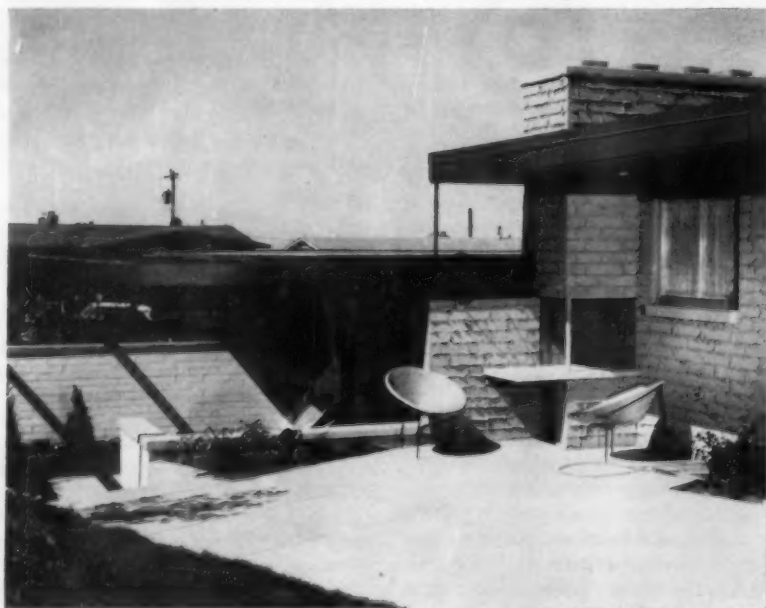
just as incorrect to say that only price, or design, sells the house.

## Cost

Probably, the chief consideration in the minds of most buyers is the cost—is it more than they can afford? After the initial price range has been selected, the buyer's considerations tend toward a comparison of values between a particular house and others nearby. How many rooms

does this house have? And what are their sizes? How many baths? And how large is the basement? Is the construction sound? And the answers to these questions will be compared with the answers to a similar set of questions asked about other houses up for sales in the area.

*Where does the block producer fit into cost considerations of a house. Certainly, his product is economical when compared with the in-the-wall*



● Exterior wall design—lights and shadows—lines of wall meeting wall—the general affect of the house as it sits on the landscape—all play an important part in the sale of a house. Oak Haven, one of the entries in the 1954 Parade of Homes, Salt Lake City, presents a pleasing, yet contemporary, appearance from the walk outside its entrance.

costs of many other products used in similar types of construction.

But though concrete block is an economical building product, it is not just a material that has as its sole or primary function the underselling of competition. Yes, comparatively inexpensive houses can be built with block; but these same houses, with thought and care going into their planning, design, and erection, can be competitive in other areas besides in-the-wall costs. For instance, block can add color and texture to both the exterior and interior of the house. Block has additional features of fire-safety, structural strength, and, where necessary, noise reduction.

Two of these features—fire-safety and strength—would help to further reduce the costs of the house by lowering the insurance premiums. Of course, a lower original cost and assessed valuation affects the eventual tax rate that the purchaser would have to pay on the house.

#### The Lot

Does the lot help to sell the house? Surely! Next to cost (and possibly design) the lot itself—its neighborhood, and its location in relation to shopping, schools, religious and recreational facilities, and transportation—is probably the most important consideration in the mind of a potential purchaser.

Just where the local block producer fits into this picture is somewhat difficult to define. But mostly, it revolves around the block producer's acceptance of responsibilities as a citizen in the community and surrounding area. To a large extent the services of the community are furnished, unless it is a completely new development. Police and fire departments already exist. A form of school system is functioning. As the area increases in population, though, the existing facilities become outdated—unable to handle the increased burden. A responsible community, composed of responsible citizens, tries to keep one step ahead of its growth.

In essence, it's a circular chain. Citizens and groups of citizens work towards improving their community and its services. As a result, schools and the other necessary facilities are bettered and more satisfactorily serve the needs of the community. Then, as a further step, new families and merchants, realizing the forward approach of the area, take up residence in the community or establish a business there. One of the results of this circle, besides a more wholesome and

● A raised fireplace, which can be viewed from either the living room or the dining room, presents a plain, yet distinguishing, touch to The Retreat, an entry in the 1955 Salt Lake City Parade of Homes.



progressive community, is the continuing need for more houses.

#### Design

The design of the house has been mentioned previously as one of the major considerations in the minds of a number of home buyers. Its attractive looks—both inside and out—helps in its eventual sale. Fortunately, not everyone wants the same floor plan, the same interior appearance, the same exterior effects and design. Instead, each buyer has his own standards of beauty, and a continuing process of selection and rejection runs through the purchaser's mind.

This selection and rejection process keeps builders, architects, and suppliers of building materials on their toes. New designs require new and different sizes and shapes of proven materials. Competition forces continual research into new products and new ways of utilizing standard products. Continuous contact with the men who specify and use a product will quickly acquaint the producer with problems as they arise.

#### Repair and Maintenance

Maintenance costs and the need of future repair work, of course, are considerations in purchasing any house. But both these factors more frequently are associated with the purchase of second-hand houses.

Still, the long-range values of concrete masonry construction should be expressed as a part of the original sales approach. Block is weather re-

sistant, has enduring beauty, and low maintenance costs. Both builders and architects plan to be in business for some time to come, and the continued good-will of their customers is essential to a healthy and growing business.

#### Advertising

What about advertising, does it help to sell a house? Certainly. Often times, it is advertising that first acquaints a potential customer with the knowledge that a house, or group of houses, is on the market.

But what about the other areas of advertising? The trade show, for instance. Surely, a well designed and thought out exhibit at a local home show or nearby convention will attract a large number of people, many of whom are, or will be, potential buyers. Such an exhibit will give a block producer an opportunity to show the various types of wall construction possible with his product. Further, if the presentation has sufficient punch, sales will develop—not necessarily sales right there at the show, but sales over a period of time. Yes, other forms of advertising can increase business also—newspapers, outdoor advertising, and radio. One of the most effective advertisements is point-of-purchase display—the exterior of the store front and the interior displays of products in the showroom.

#### Salesman

What about the salesman, real



estate agent (or the builder if he doubles in a selling capacity)? He is the one who makes the personal contact with the prospective client; he is the one who points out the distinctive features of the house; and it is he who gets the signature of the buyer on the dotted line.

The salesman (which here includes the real estate agent and the builder) is a busy person, and, often, it is hard to catch him in a moment of leisure when the values of concrete masonry can be explained to him. Saturdays and Sundays—normally your free days—are usually his busiest. But social dinners can be arranged for groups of salesmen working on projects where block is used. In this relaxed atmosphere, low-pressure selling can be most effective. Besides appreciating a free dinner, a good salesman likes to know the various features about products incorporated in the houses he is selling.

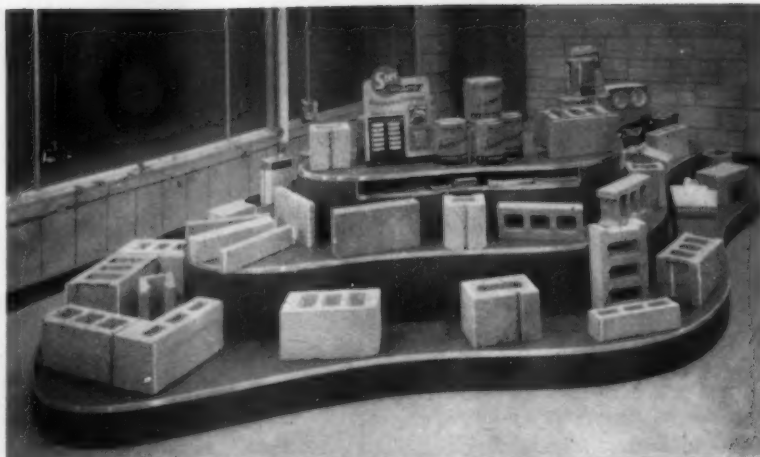
#### Architect

The architect also has a hand in selling the house. Whether it is a project house built from slight variations of a set of working drawings, or whether it is a house designed with the specific needs of one family in mind, the architect specifies the types of materials to be used. It is his exterior design with its harmonious use of colors, textures, and patterns. It is the architect who specifies the materials used in the foundation, walls, and roof construction. It is his planned utilization of interior space, and it is his finishing touches, specified in the drawing that helped to differentiate the house from those down the street or the others nearby.

Like the salesman, the architect or engineer is a busy man. Still, he realizes his need for knowledge about new product uses. And, very likely, he will want to refamiliarize himself every now and then with uses, techniques, and designs that he hasn't worked with recently. Here, three-dimensional slides and good photographs of completed projects, and brochures giving specifications, sizes, styles, colors, and textural effects possible with your product will add effective touches to your sales talk. Give him all the facts and all the tools to utilize your product effectively, and he will appreciate it.

#### Tradesmen

Who else sells the house? Certainly, all the men of the various trades that worked on the house help to sell it. They were the ones who actually built the finished, supposedly mar-



● Various sizes and styles of block, plus other products, line this curved display shelf. Literature is also available for those who want more specific information.



● 71,000 people attended the 1955 Baltimore Home Show, and many of them took notice of this colorful display of concrete products.

ketable, house. If their work isn't just right, even if only in little details, the house loses some of its immediate appeal.

Concrete masonry construction techniques are well known to masons. But, here again, it's to everyone's advantage if liberal amounts of information as to the most up-to-date methods are handy and available. Whenever a new size or style of masonry unit is being introduced into an area, all pertinent information about the new unit, and its uses,

should be made available to the trades involved, as well as to builders and architects.

As can be seen, the what that sells a house is, in actuality, a number of whats—though each is interrelated. Some hard work, time, thought, and research on the part of the block producer—as well as some advertising, promotion, and public relations slanted toward the whats contributing to a house's sale—can surely increase the block producer's market.



*Anderson Concrete Corporation took a serious look at its accident record and came up with a remedy that won the class A award in the NRMCA safety contest. Here is the . . .*

## *Program of a Winner*

IN 1948, the Anderson Concrete Corporation of Columbus, Ohio, was informed by its insurance agency that premiums would be doubled because of the poor accident record the firm held. In 1956, Anderson Concrete Corporation won the class A safety award in the National Ready Mixed Concrete Association's safety contest. Between 1948 and 1956 the firm was devising and perfecting a championship safety program that has paid dividends in better output, higher morale, lower turnover, and a 49 per cent reduction in the insurance rate.

After the notification from the insurance company, Anderson executives got together and decided that a safety program was vital to reduce the accident toll. It became evident to them that a successful program would have to be as much a part of the business as was the accounting department or the maintenance section; that it would have to be based on an incentive plan; and that the awards would have to be fairly established and administered. Scores of safety programs from other companies were investigated and useable ideas were incorporated into the Anderson plan. It was put into operation April 1, 1948, and has been revised repeatedly since then to improve it. Here's how it works.

The company places money for its drivers in three funds: the grand, the monthly, and the special. Into the grand fund it puts \$25 a year for each of the 90 mixer and dump truck drivers; into the monthly, \$10 a month for every one, and into the special fund, 8c a day for absenteeism. The drivers are divided into four teams—two for mixers and two

for dump trucks, and each team elects a captain.

To collect his bonuses, a driver must exercise considerable care and skill. If he has had no chargeable accidents during the month, he gets his \$10—if his truck has passed the rigid monthly inspection. J. Kitchel Smith, the company safety and public relations director, firmly believes that clean trucks traveling the city streets are the company's best advertisement, and the stringent system of fines, starting at \$1.00, levied against dirty and poorly cared for trucks, helps to encourage the drivers to keep their vehicles up to par. The most courteous driver of the month, as determined by phone calls and letters to the company, gets an additional \$10.

At the end of the year, at the award banquet, members of the mixer team and the dump team showing the best safety record get \$25 each from the grand fund. The losing teams forfeit their \$25, but those who have had no chargeable accidents and less than twenty days of absenteeism are allowed to take part in the distribution of the remainder of the grand fund. This money is divided on a share basis; each year of safe driving on a man's record brings him one share. Thus, the two men in the company who had eight years of accident-free driving in 1956 received 8 shares of the fund apiece. The amount in the special fund is divided equally among those with five, six, seven, and eight year safe driving records. Last year the grand fund totaled \$3374. A one year safe driver on the winning team received \$120 in monthly bonuses and \$35 from the grand fund. Ander-

son has a similar program for its 45 garage and plant employees.

This very generous bonus system is backed up by a thorough program of safety education. Safety meetings, under the supervision of the safety director and on company time, films, a monthly safety magazine, and posters provide constant reminders to the employees to be careful. Safety letters are distributed to the drivers each month, and every two weeks a safety card depicting a slogan is placed in a special holder in the truck cabs.

A board of review composed of the captains from each of the four driver teams and the safety director meets the first of each month to make decisions on any incidents that happened the previous month. Ways and means of preventing similar occurrences and methods the driver might have used to prevent what had happened are discussed. Often the insurance representative attends to give his opinion. Any driver involved has the right to appear before the board and present his side of the case. This way of deciding whether or not an accident was chargeable, and the insight gained in discussing it, is fair to the drivers and helpful to the company.

The Anderson Concrete Corporation's program has enabled them to finish no lower than fourth in the NRMCA safety contest in the 8 years they've competed, and brought them to the top in 1956. It has confirmed the company's belief that safety is no accident, and that it does pay dividends. Perhaps the secret of their success will help and inspire other firms in the field to better their own records for driver and plant safety.

## NEW LITERATURE

**DUST CONTROL**—Literature on the subject of dust control in industries concerned with making building materials is available from *Wheelabrator Corporation*, 1060 South Byrkit Street, Mishawaka, Indiana.

It is made up of four illustrated case histories showing how the company's Wheelabrator Dustube cloth-filter-type dust collectors are employed in places like ready-mix con-

crete plants, roofing materials manufacturing plants, woodworking plants, and wallboard cement plants. In each case, performance data is given.

**STEEL DATA**—A revised edition of the 256 page pocket size Ryerson Steel Data book gives helpful information on machining and fabri-

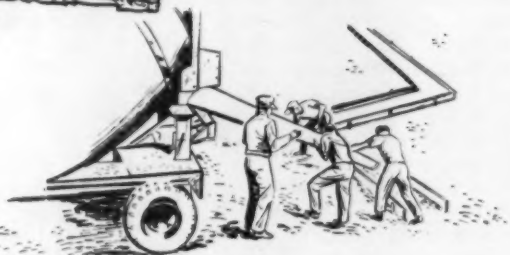
cating, specifications and tolerances, weights and dimensions, elements and safe loads. Tables, definitions, and general data are also included. A free copy of the current issue may be secured from *Joseph T. Ryerson & Son, Inc.* at Box 8000-A, Chicago 80, Illinois.

**LIFT TRUCKS**—Prepared for use as part of an operator training program, "How To Operate A Lift Truck", a 24-page manual put out by *Hyster Company*, also gives in-

## Remember way back when?



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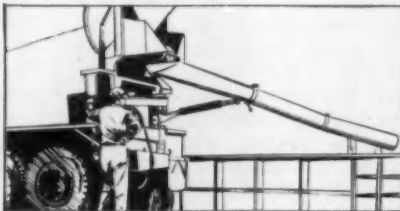
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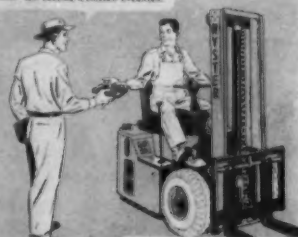
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## HOW TO OPERATE A LIFT TRUCK

HERE'S A LITTLE MARBLES THAT WILL BE OF VALUE TO YOU: ITS PURPOSE IS REALLY TWO-FOLD. IF YOU'RE AN EXPERIENCED OPERATOR, IT WILL HELP YOU GAIN YOUR KNOWLEDGE OF LOT-TAKING OPERATIONS IF YOU ARE A BEGINNER OR A TEENAGER, IT WILL SUPPLEMENT YOUR STUDY AND HELP YOU BECOME A SKILLED OPERATOR.



that structure from a beginning or end gives us a question: the operations of space and time systems, still, knowledge and good judgments, and other much of the material in being a physical system, and, there is an opportunity to test, to see, to see how well you know your system, and the value of your system.

struction on preventive maintenance, safety, and materials handling. The booklet can be ordered from the company at 2902 N.E. Clackamas Street, Portland 8, Oregon.

**CHEMICALS**—A comprehensive new book containing detailed information on the entire line of Solvay alkalies and chemicals has been announced by the Solvay Process Division, Allied Chemical & Dye Corporation.

This "Products Book", as it is called, includes informative data on the uses, markets, physical and chemical properties, packaging and handling and storage of the Solvay line. Also included is a listing which groups the products by consuming industries or manufacturing processes. The book is illustrated with photos of buildings and manufacturing operations at the various Solvay plants.

Copies may be obtained by writing to Department PB, The Solvay Process Division, *Allied Chemical & Dye Corporation*, 61 Broadway, New York 6, New York.

February, 1957—CONCRETE

## FLEMING "20"

## Automatic DOUBLE BLOCK MACHINE

GIVES YOU THESE ADVANCED FEATURES FOR  
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—Yet Costs Less Than Any Other Comparable  
High-Capacity, Precision-Built Machine Made

The Fleming "20" is designed to give you greater production, lower costs, long economical performance. It turns out clean, uniform blocks from any type of aggregate—and turns them out faster. What's more, the first cost provides a complete machine—no expensive extras to buy. Compare, and you'll see why—for the extra production it takes to build a bigger block business—you can't beat a Fleming "20".

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- **MAGNETIC OFF-BEARER**—The Off-Bearer comes equipped with a magnetic fork to eliminate wasted motion.

- **CAM CONTROLLED**—The individual cams give greater flexibility, consequently the machine can be readily adjusted for different material aggregates.
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Please rush complete data and price, including terms,  
on the Fleming "20" Double Block Machine.

Also request information on:

- ☐ Cuba Cracker Block Splitter.
- ☐ Automatic Single and Triple Block Machines.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**FLEMING MANUFACTURING COMPANY**

**483-M FLEMING AVE., CUBA, MO. • Phone—Cuba 400**

## Get Into Profitable Precast Business ...without making a big investment



It's not necessary to invest money in concrete beds, expensive equipment and plant facilities to manufacture prestressed double tee slabs. A big sales potential is for span ranges of 20 to 40 feet, for which prestressing is not needed—for which precast

members are most advantageous.

Low-cost, portable Atlas Cambered Steel Forms enable you to quickly and simply precast your slabs with lightweight concrete. A small investment puts you in a business with a tremendous market.

Get the story.

Consult Us Before Buying Forms for Prestressed or Precast Concrete

**IRVINGTON**

**FORM & TANK CORPORATION**

Manufacturers of Forms for Prestressed and Precast Concrete  
Dept. C, 20 Vesey Street

New York 7, N. Y.



# NOT IN THE SPECS

## Skunks in Use

Some time back we noticed a newspaper clipping to the effect that one morning when the workmen arrived at the site of a house they were putting up in Roanoke, Virginia, they found a cute but not-too-pettable skunk comfortably enjoying his leisure in the basement. Of course, the men backed off from the area and waited until others arrived to complete the skunk's eviction.

At first, we weren't too certain how we could use this bit of news. But then it occurred to us that here was a wonderful way for members of

our industry to coerce builders to buy their products, in preference to competitive items. Just politely let the builder know that you will let a few skunks loose on the site unless he comes through with an order. He'd quickly realize the advantage of accepting your proposition. The standing-off, holding-your-nose, and not-wanting-to-get-hit time could be costly.

Of course, we're not equipped to give you too much advice as to how you would go about capturing a few of these black-and-white critters in case you were forced to follow

through with your threat. Our only warning would be that you be careful. A slip-up might force you to take an extended vacation while the smell wears off.

## Which Way Home

The Associated Press added a humorous note to the day's reading, as well as putting in a plug for the use of ready-mix concrete. Under a date line of Cory, Pennsylvania, December 12, the article read, "It some day might be difficult to find your way home at night in this Central Pennsylvania community. The town Council is considering resurfacing traditionally cement (concrete) sidewalks with black asphalt."

## End of the Line

Speaking of new uses for concrete, a friend, a while back, was considering the possibility of using concrete to enclose the speaker of his new hi-fi set. Unfortunately for the industry, he finally decided to discard the idea in favor of an enclosure already being marketed.

But back to the more commonplace applications. The cover of a recent *Science News Letter* pictured what they termed "The world's strangest burial vault." It was an underground concrete tunnel, 500 feet long, in which railroad cars filled with discarded radioactive machinery were to be entombed. (The tunnel was being built for the Hanford, Washington, plutonium plant.) All four sides and the door to the tunnel were lined with thick concrete shields. Further, the front door (normally an inviting aperture in most structures) housed a water filled cavity which acted as additional insulating shield.

It is somewhat interesting to speculate on the reactions of the amazed discoverer who, centuries from now, stumbles onto the entrance to this vault. Believing it might hold treasures, he blasts the door loose, only to be met by a cascade of water. Then, when the deluge has subsided, he rushes inside, only to find that the vault's lined with a bunch of peculiar looking objects on wheels — no sign of the usual occupants of burial vaults, and, what's more important, no diamonds, gold, or other treasures.



I know it's a nice neat job . . . . . But—



♪ "Meet me in St. Louis" ♪

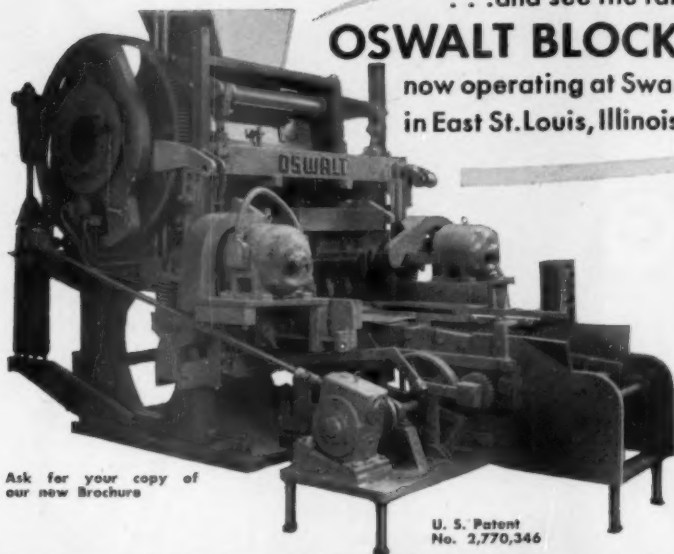
when you're at the NCMA Convention

**OSWALT**  
will be in  
**BOOTH 101**  
**Feb. 25-28**

...and see the famous new

## OSWALT BLOCK MACHINE

now operating at Swansea Concrete Products  
in East St. Louis, Illinois



Ask for your copy of  
our new Brochure

U. S. Patent  
No. 2,770,346

Concrete block producers from all over the country will be on hand to see the latest developments in their industry, as displayed at the big NCMA Show. You can be sure that one of the busiest booths in Kiel Auditorium will be "101" ... that's where you can get detailed information about the new Model H #55.

## OSWALT BLOCK MACHINE

It's the talk of the trade, because of its super-performance in making high quality blocks ... setting new records of production ... and increasing plant efficiency, as well as profits.

**OSWALT ENGINEERING SERVICE CORP.**

1335 CIRCLE AVENUE

Phones: EStebrook 8-4644 (Chicago)

FOREST PARK, ILL.

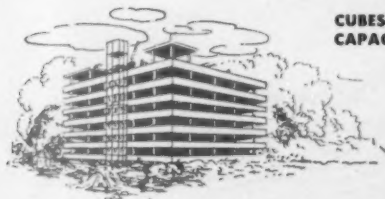
FOrest 6-2798 (Suburban)



## CONCRETE TESTING AT THE JOB SITE

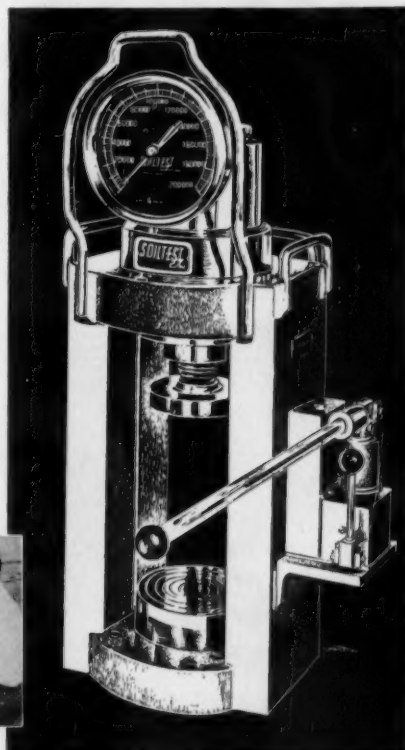
Where roads, bridges or buildings are under construction, the new, portable CT-711 CONCRETE TESTER is an invaluable aid in saving time, money and materials ... by bringing laboratory testing precision to all working locations.

**CUBES • CYLINDERS • BEAMS**  
**CAPACITY TO 200,000 POUNDS**



**SOILTEST**  
*Incorporated*

4711 WEST NORTH AVENUE • CHICAGO 39, ILLINOIS



WRITE TODAY FOR OUR NEW CATALOG

# \$ales CLINIC



## Turnabout

Distributors of construction equipment were recently asked which points they would strengthen in dealing with distributors if they were in the manufacturers' shoes. They came up with some rather interesting suggestions. Mentioned most emphatically was the need for stronger field representatives to train and assist distributing salesmen. Distributors asked for more and better factory district representatives, for sales schools for their men, run by the manufacturers. They believed that the field representatives should go out with their salesmen into the field occasionally, and hinted strongly that these representatives more often than not could be replaced by men who were ambitious and willing to work.

## Check List for Field Trips

Here are a few helpful hints for sales executives. The man who offers them believes that salesmen need as much pre-approach thought from the sales manager as the customers get from the salesmen. This check-list, which appeared in *Sales Management*, should serve as a guide.

### Performance Analysis:

- Review report of last visit. Has the salesman followed suggestions made then? Have his questions been answered?
- Do I know his market and its condition?
- Have I new sources of product information for him?
- Do I have some new sales techniques to offer?
- Am I ready to discuss quotas with him?

### Communications:

- Have his requests from the field been answered?
- How has he handled his correspondence?
- Has the company kept him informed of how other salesmen are doing?

### Compensation:

- When was his last salary review? Last raise?
- What must he accomplish before next raise?
- Does his salary consider cost of living in his area?
- Did a merit raise just cover cost of living in his area?

### Recognition:

- Have I complimented him on a good performance?
- Have his suggestions been acknowledged and considered?
- Has he been given added responsibility?
- Does he participate at meetings? Has he been asked to?

### Company growth plans:

- Have these plans been discussed with him?
- Has he been shown where he might fit in?
- Has he been told how to prepare himself?
- Can he feel that I will be his sponsor?
- Is he concerned about my rating of him?
- Have I advised him of current and future openings?

## Help

There are many sources of information Sales Clinic draws from, but the one best source is you. When you have some good ideas, questions, complaints and suggestions on the techniques and troubles of selling, let us hear from you so that we can spread the good words.

## Two Way Stretch

One not-very-still small voice has risen over the general peace and prosperity talk to warn that if the boom we're riding on snaps, the sales force will undoubtedly be the first to feel the pinch. He cites the record of the last depression as evidence, and advocates a 10 per cent increase in selling as one pretty sure way of forestalling the ax. Another

commentator, equally well informed, assures us that, since circumstances are so different now than they were before the last depression, and since selling and advertising have proven to be the keynote of our good times, they will be increasingly emphasized should there be a slowdown in the rate of industry expansion. He recommends a 10 per cent increase in selling as a good method of keeping the boom from lowering.

Either way, more selling seems to be in order—perhaps mostly to forestall commentators.

## Squishy Sell?

In a survey that interviewed 113 ad agency men who handled industrial accounts, the dog-eared question of hard vs. soft sell for the season to come was brought up. An overwhelming 101 said that their clients generally favored harder selling in '57, while ten reported votes for softer sell. The hard sellers felt that their efforts would take the form of more aggressive merchandising of advertising and bigger emphasis on dealer aids, catalogs and sales literature. This trend will have its reflection on the amount and effect of work put forth by salesmen. Of the two interviewees who came out for neither harder nor softer selling, one said that selling is always hard selling, and the other said gloomily that four of his clients have stopped all advertising promotion because they have too much business!

## Installment Selling

We heard an interesting story recently about an expert in salesmanship who sold himself in ten installments. He had read a notice in the paper offering a position as sales manager, and listing ten qualifications the company thought their man should have. Feeling that a single letter of application would get lost in the shuffle, he decided to send a series of ten letters, each taking up one attribute. At the bottom of each he told how many there were to follow, and mailed one a day. His method worked so well that after he had sent the sixth, the company called him in to see what he was like, and told him that the whole office had been following his letters.

He got the job, of course, and because he showed the same imagination and initiative on the job as he had displayed in getting it, he ended up as head of the firm. Moral: If you're a salesman, show it in everything you do.

**NO NEED TO CHISEL**



\*Actual photo  
Falls Block and  
Supply Co.  
Menomonee Falls,  
Wisconsin

**JUST SCRAPE . . .  
THEN "WHISK-IT"  
OFF!**

## **NOW! Amazing... NEW KLEEN-MIX**

**HELPS WHISK OFF 'BUILT-UP' CONCRETE**

KLEEN-MIX is the new easy way to prevent concrete "build up" on mixers, hoppers, conveyors, skip hoists, etc. For, KLEEN-MIX sprayed or brushed onto mixers cuts clean up time, reduces down-time and keeps equipment going longer. Apply KLEEN-MIX the night before then at the end of the next day — just use putty knife then "brush away" any build-up. No need to chisel, hammer and pound away. *Order a supply today!* Start saving time and money the day you use KLEEN-MIX.

### **Outstanding KLEEN-MIX Advantages**

- Requires only brush and scraper for clean up.
- No chisels or air hammers needed.
- Cuts clean-up time in half.
- Increases life of machines and reduces down-time.
- So easy to apply — just spray on and let dry.

**Forrer's**  
PRODUCTS FOR MASONRY  
SINCE 1914

**FORRER'S** — Division of SPRAY-O-BOND CO. 2225 N. Humboldt Ave., Milwaukee 12, Wis.

- ① BESSER** Batch Mixer
- ② BESSER** Skip Loader
- ③ BESSER** Vibrapac
- ④ BESSER** Off-bearing Hoist

## **WINNING COMBINATION for Block Makers...**

Here is the ultimate in block making equipment . . . the Besser Unitized Vibrapac with Batch Mixer, Skip Loader and Power Off-bearing Hoist . . . all on one floor. Steps up block production . . . saves manpower. Produces three 8 x 8 x 16 block (or equivalent) at a time, on one Plain Pallet, with capacity up to 10,000 block per day. Overall dimensions of unitized machine is 37' long, 14'3" wide and 23'6" high.

If you want to increase production of high quality block, consider this winning combination. Ask your nearby Besser representative for literature.



A 6-115-1/2H

**BESSER COMPANY** ALPENA, MICHIGAN, U. S. A.



## MANUFACTURERS' NOTES

### Four Wheel Drive Assigns District Sales Managers

Appointment of Lynn F. Perrott, Portland, Ore., and Virgil Phelps, Akron, O., as district sales managers for Four Wheel Drive Auto Company has been announced by G. F. DeCoursin, vice president-sales of



L. F. Perrott



V. Phelps

the Clintonville, Wisconsin firm which manufactures custom-engineered four and six-wheel-drive trucks.

Perrott replaces Robert J. Peterson, recently promoted to an assistant sales manager position, as district sales manager for Washington, Oregon, Idaho, Alaska, and British Columbia. Perrott will be headquartered in Portland.

Phelps takes over as district sales manager for Ohio, Kentucky, West Virginia, 12 counties in western Pennsylvania, and 12 counties in western New York. His territorial headquarters will be in Akron.

### Elastizell Corporation Elects Professor



L. M. Legatski

Election of Dr. Leo M. Legatski, professor of civil engineering at the University of Michigan and widely known authority in the field of concrete, as vice president of engineering and research and

as a director was announced by Elastizell Corporation of America.

The company controls distribution in the United States and Canada of Elastizell, a material and process for making a versatile light weight concrete.

Others elected to corporate offices include Alpena men prominent in the concrete industry. Jesse H. Bes-

ser, president of Besser Company, is chairman of the board; Raymond M. Douglas, president; Edwin H. Rosenthaler, executive vice president, and Marx P. Rosenthaler, treasurer.

George E. McMurray Jr., and Lawrence J. Bernard, both of the Washington, D. C., law firm of Sullivan, Bernard, Shea and Kenney, were named respectively secretary and director.

Dr. Legatski brings to the corporation long experience in the field of civil engineering as structural designer, researcher, consultant and teacher. He held a teaching appointment at the A & M College of Texas from 1938 to 1942 and has been a member of the University of Michigan faculty since 1943. He holds membership in the American Society of Civil Engineers, the International Association for Bridge and Structural Engineering and the American Concrete Institute.

### Hercules Galion Products Names Sales Executive



D. J. Redmond

Appointment of D. J. Redmond as director of sales of Hercules Galion Products, Inc., has been announced by E. P. Monroe, president.

In his new post, Mr. Redmond will be responsible for sales activities of the corporation's Hercules Steel Products Company, Galion Allsteel Body Company, Unisteel Body Company and Hydro E-Z Pack Company divisions. Mr. Redmond is an engineering graduate of Case Institute of Technology. Prior to his appointment as director of sales, he served as assistant to Hercules Galion's senior vice president, O. C. Henkel.

### General Portland Cement Appoints Sales Assistant

C. E. (Kurt) Hedrick has been appointed assistant sales director of the Florida Portland Cement Division of the General Portland Cement Company.

### Chain Belt Company To Build Addition

The Chain Belt Company, which completed one expansion program last July, will build a \$250,000 addition to its West Milwaukee plant. The space will be used for assembly and welding of mixer drums, rail-porter components, water tanks and other products. The addition will be completed this year.

### Worthington Names District Manager



E. W. Hammond

Formerly assistant manager of the Los Angeles district office, Mr. Hammond will replace J. G. Murphy, who has been appointed special representative.

Prior to his appointment as assistant manager of the Los Angeles district office in 1951, Mr. Hammond, who joined Worthington in 1922, had served as distributor supervisor of the air conditioning and refrigeration division.

### Executive Appointed by Robertshaw-Fulton Controls

Horace Singleton, special assistant to the general manager of Robertshaw-Fulton Controls Company's Aeronautical Division, has been made an assistant vice president of the company.

Announcement of the appointment was made recently by T. T. Arden, executive vice president for West Coast operations.

### Huron Portland Cement Has Museum Exhibit

The Detroit Historical Museum is carrying an exhibit for a month on the Huron Portland Cement Company, which celebrates its semicentennial this year. The exhibit is entitled "Fifty Years of Concrete Achievement."



Port Huron Chemicals, Inc. wishes to thank our many customers for the year of 1956 for their use of our P. H. PLASTICIZER and P. H. CON-C-OIL and also wishes them a prosperous 1957. See you in Booth 12 at the CONCRETE INDUSTRIES EXPOSITION.



**PORT HURON CHEMICALS, INC.**  
407 RIVER ST. PORT HURON, MICH.

## Pick INSTANTANEOUS HOT WATER HEATERS

### NO FREEZING — NO QUICK SET

Ready mix plants throughout the country are installing Pick Instantaneous Water Heaters to meet the requirements of cold weather mixing. Here are the reasons:

- ★ No Waiting For Hot Water — Trucks haul more loads per day because Pick heats water instantly to temperature required and in volume needed.
- ★ Fuel Savings Are Substantial. Steam injection heating is the most efficient method known. There's no waste because water is heated only as used . . . never stored and allowed to cool.
- ★ No Storage Tanks Required. Compact design of Pick Heaters permits out-of-the-way installation in corners, on walls or overhead. Saves valuable floor space.
- ★ Thermostatic Control Insures proper water temperature (175° maximum) of mix to prevent quick set or freezing — and it's quiet.
- ★ Maintenance Cost Is Low. Pick Heaters can be cleaned in a matter of minutes — worn parts easily replaced.
- ★ Installation Is Inexpensive. Only ordinary pipe connections are required.

### PICK HOT WATER HEATERS . . . Used by

- Calif. Portland Cement Co., California.
- Statler Ready Mixed Co., Kalamazoo, Mich.
- Thomas, Bennet & Hunter, Hagerstown, Md.
- Batzum Bros. Co., Akron, Ohio.
- Tennessee Concrete, Knoxville, Tennessee.
- Tonn & Blank, Inc., Michigan City, Indiana.
- T. L. Herbert & Sons, Nashville, Tennessee.
- Edison Fuel & Material Co., Chicago, Ill.
- Elmhurst Chicago Stone Co., Elmhurst, Ill.
- Dolesse & Shepard, Chicago, Illinois.
- Concrete Corp. of Ind., Indianapolis, Ind.
- and many others.



**SAVES MONEY FOR ANY INDUSTRY THAT USES HOT WATER**

WRITE DEPT. CM-356



Write for booklet on how PICK HEATERS cut costs of Hot Water — No Obligation.

**PICK MANUFACTURING CO. • WEST BEND, WIS.**

**Frank G. Hough Company**

Robert L. Knox and Herman R. Brown have been appointed assistant sales managers by the Frank G. Hough Company of Libertyville, Illi-



**R. L. Knox**



**H. R. Brown**

nois. Mr. Knox, who was a district sales representative for the firm, will take charge of distributor sales and contacts with field personnel. Mr. Brown, formerly manager of the order and distribution section of the sales department, will direct manufacturers' sales, as well as scheduling operations.

**Yale & Towne Mfg. Co.  
Appoints District Manager**

Ralph W. Worsey Jr., for the past four years a Yale hoist sales representative in Chicago, has been promoted to district sales manager for Yale hoisting equipment in St. Louis according to an announcement by Frederick E. Rau, hoist sales manager of Yale Materials Handling Division, The Yale & Towne Manufacturing Company.

The new district manager replaces William C. Ruland who was transferred to the Yale hoist sales territory centered in Detroit.

The St. Louis territory over which Worsey will supervise the sale of hand and electric hoists, trolleys and Pul-Lifts comprises the states of Missouri, Nebraska, Colorado, Kansas, Arkansas, Southern Illinois and Western Kentucky.

**Concrete Transport Mixer  
Announces New Distributors**

Appointment of new distributors for their Rocket mixer has been announced by Concrete Transport Mixer Company.

The Arizona territory will be covered by both Jost Concrete Prod-

ucts Company, Prescott, Arizona, and Superior Coach Sales & Service of Phoenix, Virginia by McIlhany Equipment Company, Incorporated, of Roanoke and Richmond; the northern half of Georgia by Stith Equipment Company of Atlanta; Louisiana by Jackson Machinery Company of New Orleans; and the eastern half of Michigan by the Acme Equipment Company of Detroit.

**Motorola, Inc. Board  
Elects New Chairman**

At a recent meeting of the Motorola board of directors, Paul V. Galvin was elected chairman of the board and was succeeded as president by Robert W. Galvin, formerly



**P. V. Galvin**



**R. W. Galvin**



**D. E. Noble**



**A. L. Reese**

executive vice president.

The Board also gave approval for establishment of five newly defined major products divisions—Consumer, Automotive, Industrial, Semi-Conductor and Military Products. Daniel E. Noble, vice president, was elected executive vice president in charge of the redesignated Communications and Industrial Electronics Division, the Semi-Conductor Products Division and the Military Electronics Division.

Arthur L. Reese was advanced from general manager of the former Industrial Electronics and Communications Products Department to vice president and general manager of the

new Communications and Industrial Electronics Division. Mr. Noble and Mr. Reese will continue to serve in their present capacities as vice president and general manager and vice president and operations manager, respectively, of Motorola Communications and Electronics, Inc., the wholly owned industrial sales subsidiary.

**Chain Belt Opens New  
Offices, Makes Promotions**

Chain Belt Company has announced the opening of three new regional sales managerships and two new district sales offices. The following men have been promoted: J. B. Roberts, formerly New York district sales manager, becomes eastern regional sales manager. J. S. Moore replaces him in New York. William Sivyer, formerly Philadelphia district sales manager, becomes mid-west and southern regional sales manager. H. F. Weil succeeds him. H. F. Bergis, formerly Portland district sales manager, becomes north-western regional sales manager. Wilbur F. Church replaces him. Raymond F. Traylor becomes district sales manager of the new district sales office at Charlotte, North Carolina. C. D. Bergen becomes district sales manager of the new district sales office at Newark, New Jersey. Dabney P. Murrill becomes district sales manager at Atlanta, Georgia, replacing Mr. Moore.

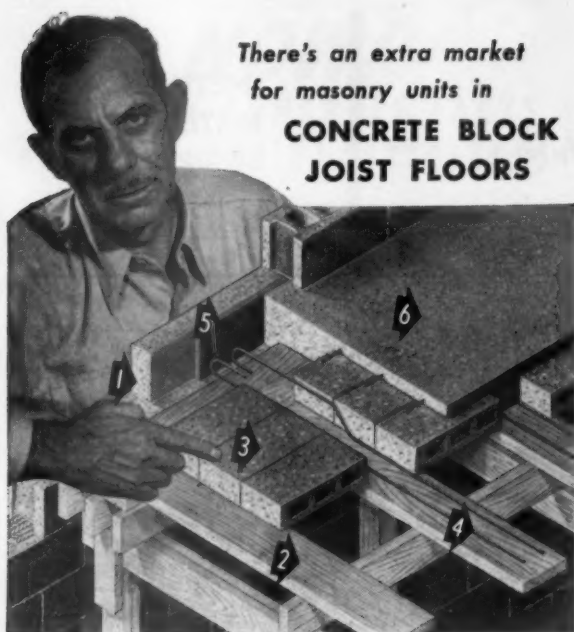
**FWD Director of Sales  
Engineering Appointed**

Lloyd L. Pernot, transport sales manager since 1951, has been promoted to director of sales engineering by the Four Wheel Drive Auto Company, Clintonville, Wisconsin.



**L. L. Pernot**

G. F. DeCoursin, vice president-sales who announced the appointment, said Pernot in his new capacity will supervise all market specialists and the sales correspondence section. He also will continue to be responsible for transport market product development.



There's an extra market  
for masonry units in  
**CONCRETE BLOCK  
JOIST FLOORS**

The popularity of concrete block joist floors for buildings with light floor loads is rapidly increasing. Such floors are easy to build. They also are sturdy, durable, economical and firesafe.

One of the best ways to develop this "extra" market is to promote sound construction practices. You'll find it's good business to make frequent calls at job sites—encouraging builders to follow these simple steps:

- 1** Build exterior wall to the height of a floor, including one course of 4" solid concrete block.
- 2** Erect formwork of parallel planks for supporting filler units and concrete slab.
- 3** Lay rows of block on planks, with cores running horizontally. Joints between block in adjacent rows may be staggered or continuous.
- 4** Install reinforcing bars for cast-in-place joists as per design table.\* Place conduits for wires, ventilating, plumbing and heating.
- 5** Set a continuous strip of 1" waterproof insulation board—as deep as the floor is to be—around the outside edge of the floor.
- 6** Place concrete for joists and slab and moist cure 5 to 7 days. The floor is an ideal base for any finish desired. The flat underside can be painted, plastered or left exposed as desired.

\*Write for helpful free booklet on design and construction of concrete block joist floors. Sent only in United States and Canada.

**PORTLAND CEMENT ASSOCIATION**  
Dept. A2-14, 33 W. Grand Avenue, Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

CONCRETE—February, 1957

# CASH IN ON THE DEMAND for Dur-O-wal



Butt weld Dur-O-wal lies flat in the mortar bed . . . handles fast . . . provides crack control for every type of masonry wall.

## 6 Reasons why Dealers Stock Dur-O-wal

- Dur-O-wal is called for by name
- Architects specify Dur-O-wal
- Dur-O-wal is an engineered product
- Dur-O-wal is a quality product
- Dur-O-wal has a fast turn-over
- Dur-O-wal is easy to handle

Trussed Design  
Butt Weld • Deformed Rods  
**DUR-O-WAL**

the Backbone of Steel  
for EVERY masonry wall

See us at the  
CONCRETE INDUSTRIES EXPOSITION  
Kiel Auditorium—St. Louis  
Feb. 25 through 28, 1957



Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod. Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4300 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO



## Vitrocrete Process Adds Color to Concrete Block as Well as Other Exposed Concrete Surfaces

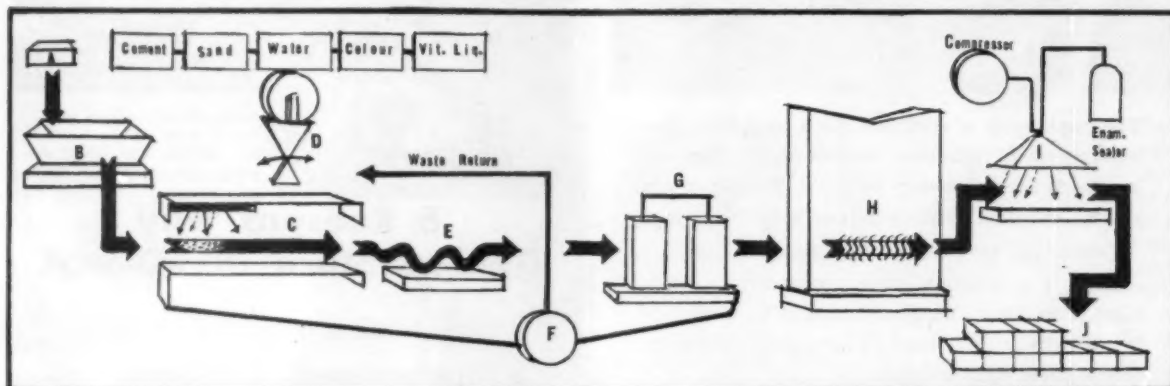
A block finishing process, originally developed in Germany and used in Canada for eight years, is being introduced under the name of Vitrocrete to block producers in the

available in many brands and a variety of hues.

In a continuous operation as shown in the accompanying flow chart, blocks are passed under a

water to produce a mix of cream-like consistency either heavy or light. This is then fed into a compressed air stream through a nozzle which sprays the surface being coated.

Sealers can be applied after coating and coloring if special hardening and protection of finish is desired. A simple additive will, for instance,



• Block (A), after immersion in water (B), are sprayed (C) with color coats, previously mixed in the mixer (D). Excess from the vibrator (E) and side scrapers (G) is returned to the mixer via

the pump (F). Block are then cured (H), sprayed with a sealer (I), and placed in the storage area (J), awaiting shipment to the customer.

United States.

According to Vitro-Crete Finishes, Incorporated, the U.S. agent for the process, Vitrocrete produces a vitreous glazed surface which is weatherproof, waterproof, fireproof, and is applied by a simple spray method. Fixed or portable sprayguns can be used and the Vitrocrete can be applied either in the plant or at the site on existing construction.

Almost any color or pattern, such as spatter design, can be produced, and the finish requires no secondary steps such as polishing. The licensing firm says Vitrocrete offers the concrete manufacturer and block producer an effective and economical means of obtaining a permanent glazed surface. Block plants adopting this process would be required to buy only the Vitrocrete liquid elements from Vitro-Crete. These are then mixed with sand, cement, and water, already stocked and used in the plant. The mix will use any cement coloring agent and these are

battery of fixed sprays. One applies a heavy solid color base coat, the second and third superimpose spatters, or coats of varying colors.

Each spray mixture is identical except for color and viscosity. The latter is controlled by addition of

produce an acid-proof surface.

Samples of Vitrocrete coating, descriptive brochures, or specifications can be obtained by block and concrete manufacturers from Vitro-Crete Finishes, Incorporated, 250 West 57th St., New York 19, N. Y.

## Park Tool Designs New Block-Splitting Machine

Automatic setting and equalizing of the multiple-chisel heads is one of the features on the newest of the models of the Hydrasplit—a block-splitting machine produced by the Park Tool Company, Post Office Box 44, St. Cloud, Minnesota.

According to the manufacturer, the new Hydrasplit, which weighs approximately 1,500 pounds, has been designed for splitting applications on a wide range of materials. The portable machine has a two-foot

width and a 40-ton capacity.





# NOW!

## Get the CONCRETE FACTS on Powdered PLASTICIZER!

- |   |             |
|---|-------------|
| 1. Is it necessary?                         | <b>YES!</b> |
| 2. Does it make a better looking block?     | <b>YES!</b> |
| 3. Does it SAVE wear and tear on equipment? | <b>YES!</b> |
| 4. Do most better brands do the Job?        | <b>YES!</b> |

## WHAT'S THE BIG DIFFERENCE? COST!

FORRER'S XL-100 is 32¢ a pound. With Forrer's you use *Only 1* tablespoon per sack of cement. 128 tablespoons/lb. = ¼ cent per bag of cement.

BRAND "B" Sells at the same price of 32¢ lb. — Yet there are only 64 tablespoons per pound. Therefore your cost is ½¢ per bag or double the cost of XL-100.

BRAND "C" You pay 17¢ per pound. BUT you need 1 oz. per Bag or about 1¢ per Bag. This is 4 times the cost of Forrer's XL-100.

BRAND "D" Is 15¢ per pound — Like Brand "C" it COSTS you close to 1¢ per Bag, or actually 4 times the cost of XL-100.

Look at the Facts! Then Decide on Forrer's XL-100. See Why . . .

*"The Best — Costs You Less!"*

Note: Forrer's operates *only* through legitimate concrete supply agencies — never through grocery or super markets.



### COMPARE! SEE THE AMAZING DIFFERENCE!

Forrer's XL-100 is a dry hydrated powder with wetting and dispersing agents. It's easy to use and economical too — costs but ¼¢ per bag. Free sample on request.



Division of  
SPRAY-O-BOND CO.  
2225 N. Humboldt Ave.  
Milwaukee 12,  
Wisconsin

## HEAD CLEARANCE PROBLEMS . . . . .?



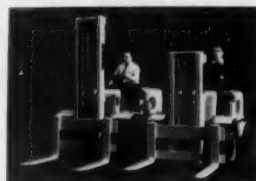
## your answer is MULTI-LIFT by truck-man

**STARTS LOWER • LIFTS HIGHER • FOR LESS**

If you have a low entrance, connecting door or are having trouble handling racks in low ceiling kilns, Truck-Man's new Multi-Lift Mast will solve your problem.

- **LOWEST DOWN HEIGHT**—Only 72" for a full 144" lift—62" for 120" lift—others available.
- **INCREDIBLY SIMPLE**—no latches, ratchets or complex mechanisms.
- **NOT HIGH FREE LIFT**—but in most cases it takes the place of HFL and, at much lower cost.
- **IMPROVED VISIBILITY**—through the mast, below eye level when lowered.
- **AVAILABLE NOW**—on all Truck-Man indoor and yard high lift models.

## COMPARE DOWN HEIGHTS!



For 144" lift; conventional mast (left) has down height of 92" vs. only 72" for Multi-Lift mast (right). For 120" lift, conventional mast has down height of 83" vs. 62" for Multi-Lift.

Write today for your copy of the folder describing the revolutionary new Multi-Lift mast.

**truck-man**

**DIV. OF THE KNICKERBOCKER CO.**  
570 LIBERTY ST. • JACKSON, MICHIGAN

## NEW ADJUSTABLE ELECTRIC VIBRATOR



### NO WEIGHT CHANGING

**A** brand new silent electric vibrator that lets you vary the force of vibration without complicated weight changes, The Cleveland Vibrator Company now offers adjustable cams, permitting a change of vibrator force over a 3 to 1 range in a matter of seconds.

With this new bin vibrator you can adjust vibration to exactly fit your bins and type of material you are handling.

No problem when you use a bin for different materials; just change the weight a notch.

It's absolutely silent too.

*Write for detailed information.*

**Air or Electric**

**Portable or Permanent**

**Silent or Standard**



2708 Clinton Avenue • Cleveland 13, O.

## Batching Plant on Wheels Solves Flood Problem

Flash floods that could wash away a fixed batching plant installation were a threat at the site of the powerhouse construction by the Bechtel Corporation for Pacific Gas & Electric Company on the Feather River, California. A gravel bar at the river edge was the logical site for a concrete batching plant because it was the only place with sufficient area for aggregate storage. Yet, with flood danger, the only practical alternative site was a point 110 ft. up the canyon wall off the Western Pacific Railroad right-of-way. A stationary plant there would have required extensive concrete foundations and a major earthmoving job to level an area of sufficient size to store aggregates. The site also would have entailed transit truck hauls under all weather conditions down a steep grade.

Noble-Mobile made the mountainside installation unnecessary. This batching plant on wheels was put into operation at the river edge as it could be hauled out to high ground on only a day's notice of flood. The mobility permitted scheduling work for 12 months a year so that the job could be completed by 1958. Noble-Mobile saved 70% in installation costs as against a stationary, mountainside plant. On this project, Noble-Mobile normally has to operate only 50% of the working day in order to provide the 25,000 yards of concrete that ultimately will be used. The batch is hauled by transit trucks to the construction site only 300 yards distant. 1,000 yards of 2½-

1½- and ¾-inch aggregates and sand, hauled by truck from Oroville 25.1 miles away, are stored in compartmented piles at the site. They are fed by a scooploader to a conveyor leading to the plant. The materials are automatically batched and discharged by a conveyor to the transit trucks for the approximate 2-minute haul to the pouring site.

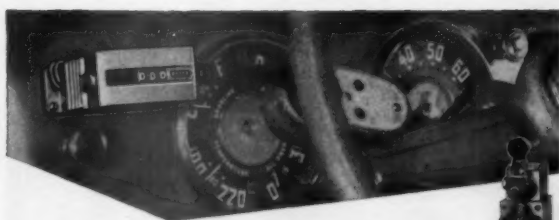
The project is a semi-outdoor powerhouse designed to withstand the damaging effects of flood. Outside dimensions will be 175 ft. by 116 ft. by 87 ft. high. Construction area



has been separated from the river course by a low temporary levee around the area for the period of the construction. The foundation of the plant is at the bottom of an excavation to a depth of 51 feet below the river surface. On completion of the project, the river will be returned to its original channel. 36 ft. of the powerhouse will extend above the normal river level.

Noble-Mobile is manufactured by the Noble Company, 1860 7th St., Oakland 20, California.





## COUNT MIXER REVOLUTIONS...

*Qualify* for STATE and  
FEDERAL truck mixer jobs

## Deliver a BETTER MIX

Install Durant Productimeter 3-Y-8440 on your trucks to count exact number of mixing revolutions.

- 1 COUNTER CAN BE CAB MOUNTED FOR EASY CHECKING
- 2 ROUGH ROAD JARRING WILL NOT "ADD" COUNTS
- 3 COMPLETE KIT — NOTHING ADDITIONAL NEEDED
- 4 ENTIRE ASSEMBLY DUSTPROOF AND WATERPROOF
- 5 DESIGNED FOR 6V. OR 12V. SYSTEMS — EASY INSTALLATION

Counter is dash-board mounted (top illustration)  
Switch mounted on frame . . . cam actuated by drum.

Representatives in Principal Cities

**DURANT MANUFACTURING CO.**

1957 N. Buffum St., Milwaukee 1, Wis.  
57 Thurbers Ave., Providence 5, R.I.



**PRODUCTIMETERS**  
SINCE 1879 *Count Everything*

## For QUICK RESULTS

put your problem in

### CONCRETE'S

Classified Ad Section

#### TOPS FOR:

- Buying and selling used equipment.
- Finding experienced help.
- Locating the job you want.

The cost is low—\$10.00 per column inch. All classified ads are sold in even inch multiples. Closing date for all classified ads is the 15th of preceding month. Box numbers available at no extra cost on request.

SEND YOUR AD IN TODAY TO:

**CONCRETE PUBLISHING CORP.**

400 W. Madison St.

Chicago 6, Ill.

## Go After the Entire Market!



### Block for WALLS

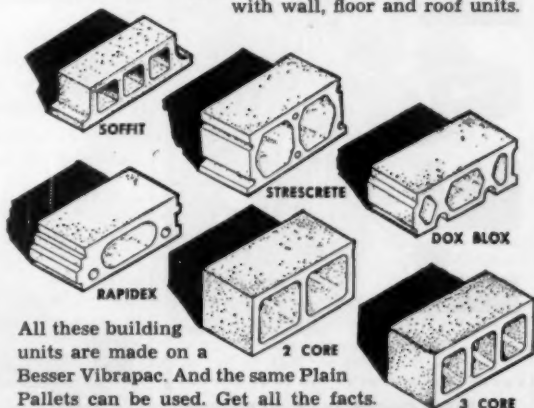


### Block for FLOORS



### Block for ROOFS

Fire-safe walls? Of course! But floors and roofs should be fire-safe, too. Walls are full of openings (windows, doors, etc.), while floors and roofs are relatively solid. Actually, TWICE the volume of block is required for floors and roofs than is required for walls. So why not go after this profitable market? Supply customers with wall, floor and roof units.



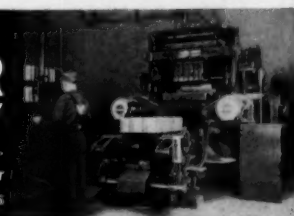
All these building units are made on a Besser Vibrapac. And the same Plain Pallets can be used. Get all the facts.

Write for Bulletin

**BESSER COMPANY**

ALPENA, MICHIGAN, U. S. A.

Complete Equipment for Concrete Block Plants





# LEAP CONCRETE

**FRANCHISES MEAN GREATER PROFITS ON TURNPIKE JOBS!**

Shown at Left: Bridge beams for Florida Turnpike manufactured by R. H. Wright & Son, a LEAP FRANCHISED prestressed products manufacturer.

You too can share in these profits — Franchises available in some localities — write LEAP Concrete, Inc., Lakeland, Fla.

**FREE!**

LEAP Concrete, Inc. P. O. Box 1053  
Dept. A-1, Lakeland, Florida

Send information about LEAP Prestressed Products; Franchise ☐, Double Tee ☐, Joists ☐, Beams ☐, Piling ☐

NAME

ADDRESS

CITY  STATE

I am an: Architect ☐, Engineer ☐, Contractor ☐ We are interested in a LEAP FRANCHISE ☐

## "787" Reduces Block Adhesion to Metal

A formula, designed to prevent adhesion or sticking of cinder and concrete block to metal pallets and other metal surfaces, has been developed by the Penetone Company, Box CCR-257, Tenafly, New Jersey.

Release Agent "787," according to the Penetone Company, also has proven effective where block have been stored on metal surfaces in outside sheds prior to loading. The release agent, when added to the required amount of water becomes a free-flowing liquid which, when sprayed on metal surfaces, leaves an anti-adhesive film on the surface. The manufacturer also claims that the formula is non-flammable and won't clog spray equipment.

## Hyster Company Offers Multi-Purpose Lift Truck

A pneumatic tire lift truck that has the compactness to work inside a single-door boxcar, yet has the traction and capacity to handle 7000 lb. loads over rough yard terrain has been developed by Hyster Company for both the one truck and multi-

truck user. With a long wheelbase for stability and compact dimensions for close-quarter work, the Hyster



70 also features power, for a trend toward the packaging of larger, more economically handled unit units.

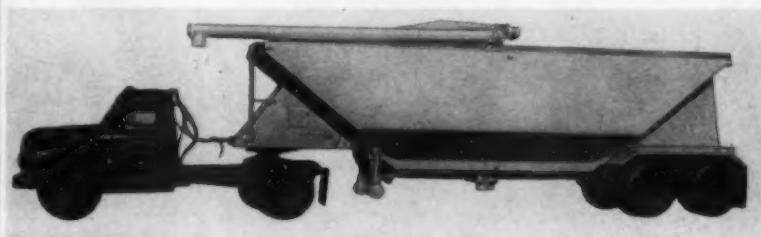
The truck is equipped with pneumatic tires to provide the flexibility required for both inside and outside operation. These insure adequate flotation over rough terrain or unpaved yard surfaces and at the same time, allow the operator to work in inside storage locations when transferring or stacking a load. Specifications and additional information may be obtained now at Hyster industrial truck dealers or by writing Hyster Company, 2902 N. E. Clackamas Street, Portland 8, Oregon.

## Baughman's New Hopper-Type Auger Unloader Is Available in Body Lengths up to 34 Feet

For handlers of bulk cement, or any other non-abrasive, free-flowing material, the new Baughman Hopper-Type Auger Unloader Body offers self-supporting design (no need for trailer frame), according to the

carries the material to the center-of-body vertical discharge auger. A discharge is possible up to 19 feet above ground, with higher discharges available on special order.

Positioning of the discharge auger



manufacturer.

The Unloader is available in body lengths up to 34 feet. The body capacity for a 32-foot body, for example, is approximately 1150 cubic feet.

A divided auger in the unit bottom

—up, down or around—is controlled from the cab. The unit is also available with hydraulic operation.

For additional information, write for Bulletin A-417, Baughman Manufacturing Company, Jerseyville, Illinois.





## AURAND

CLEANING TOOLS  
ELECTRIC OR PNEUMATIC

*Zip away*  
**SCALE  
RUST  
PAINT**

Powerful rotary chipping action completely removes stubborn accumulations from iron, steel, brick, concrete, etc. with less effort. Adjustable depth shoe for controlling depth of cut. Renewable cutter heads. Two sizes in both electric and pneumatic models. Lightweight.

Write Dept. 15 for the money-saving facts.  
**AURAND MFG. & EQUIP. CO.**  
2643 Colerain Ave. • Cincinnati 14, Ohio

## EVENTUALLY

you'll be needing kiln closure equipment—for replacement, modernization, or expansion. So, while at the Saint Louis Exposition (and we sure hope you're coming), be sure to see

### BOOTH No. 33

where you'll find the *tough, efficient, trouble-free equipment* you'll be needing—sooner or later.

*See you in St. Louis!*

# Universal

KILN DOORS and DOOR CARRIERS  
NEW Uni-Seal Door Gasket and Cement—  
NEW Uni-Coat Rust Preventive Coating



**UNIVERSAL DOOR CARRIER, INC.**  
1117 Cornell Ave., Indianapolis 2, Indiana  
"SPECIALISTS IN KILN CLOSURE EQUIPMENT—SINCE 1904"

## WAL-LOK

MORTAR JOINT REINFORCING

**1<sup>ST</sup>**

WITH ARCHITECTS and BUILDERS  
because WAL-LOK was first . . .

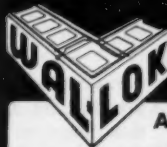
### DROP IN!

**BOOTH 52**  
Morrison Hotel  
Chicago  
MCAA—Feb. 10-13  
**BOOTH 49**  
Kiel Aud.  
St. Louis  
NCMA—Feb. 25-28  
**TICKETS ON  
REQUEST**

- to use research for product improvement.
- to deform without impairing tensile strength.
- to use projecting Cross Bars — 4 mortar locks at every weld.
- to comply with National Bureau of Standards Recommendations.
- to furnish galvanized Cross Bars.
- to furnish 12' lengths in 300' bundles — fewer splices, less scrap, lower cost.
- to manufacture 8 Gauge Super Standard.
- to insure complete mortar bondage.

**YOUR CHOICE:** 1. Bright basic Side Rods with galvanized Cross Bars 2. Fabricated from galvanized wire 3. Galvanized after fabrication.

Make WAL-LOK first on your list. Write today for descriptive brochure packed with facts.



**ADRIAN PEERLESS, INC.**  
1433 Michigan Adrian, Mich.

## NEW GOVERNMENT RELEASE!

## UNUSED CAB-OVER-ENGINE GMC 6x6 ARMY TRUCKS



- Unused and Guaranteed!
- Factory-New Performance!
- Two Cost Less Than One!
- Delivered on Approval!

TWO of our Unused and Guaranteed 6x6 Cab-Over-Engine GMC's cost LESS than ONE new truck . . . give GUARANTEED NEW PERFORMANCE!

*Special cab-over-engine design with extra frame length means increased load capacity, BIG SAVINGS TO YOU!*

Tandem axle with front wheel drive available with 17' all-steel bed, wooden side boards. **DELIVERED ON APPROVAL!**

For specifications, prices, delivery.  
Write, wire or phone collect Jackson 5-7841  
**MILTON Y. TOOMBS, JR., Sales Manager**

## MEMPHIS EQUIPMENT

CONSTRUCTION AND AUTOMOTIVE  
EQUIPMENT AND PARTS  
766 S. THIRD ST.

*Company*  
MEMPHIS 2, TENN.

# Dodson's Digest



## How not to build a bridge

Ran into Jerry Bailey at lunch the other day. Jerry is a construction engineer, and he's been a booster of Calcium Chloride in concreting for several years.

We got to talking about the value of Calcium Chloride in winter concreting. "I recall one job, though," Jerry said, "that was really a jinx. Even Calcium Chloride couldn't save it. I was building a bridge . . ."

"What did you do, build it over the wrong river?" I asked.

"It all happened while I was laying the foundation," Jerry explained, ignoring my question. "I was working on a pretty tight schedule, and I had just finished making my forms when I ran into some labor trouble, and my men went on strike."

"Calcium Chloride couldn't help you there," I admitted.

"It took me a couple of days," Jerry went on, "but I finally got that settled. We went back to work, got the forms placed, and were all set to pour when a sudden cold snap hit us. In fact, it was so cold it set a new record for the city!"

"Calcium Chloride can help you there," I said. "It gives concrete higher early strength, increases workability, cuts costs . . ."

"We never would have made it through that cold spell without it," Jerry agreed.

"In that kind of weather," I observed, "you need the faster hardening that Calcium Chloride provides to cut down your protection period."

"It sure made the concrete easier to handle," Jerry continued. "So we made pretty good time in spite of the cold. We finally got back on schedule, and we were just about to complete the foundation on time. We were waiting for the last transit-mix truck to arrive, and that's when I really got in trouble."

"Didn't the truck show up?" I asked.

"It arrived all right," Jerry said, "but somehow the brakes failed on the thing, and it plowed right into my foundation!"

— L. D. DODSON

P.S. — Our folder, "How To Make Better Concrete Products and Ready-Mix," is packed with helpful tips on how to use Wyandotte Calcium Chloride for better concreting. Just drop me a line to get your free copy by return mail. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.

# Wyandotte

## CHEMICALS

MICHIGAN ALKALI DIVISION

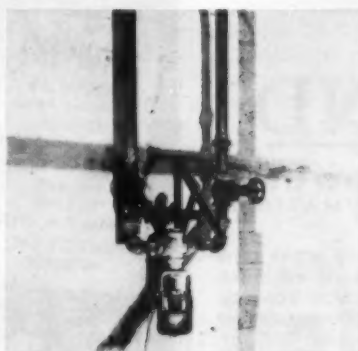
HEADQUARTERS FOR CALCIUM CHLORIDE



## Control Keeps Kiln at Set Temperature

A self-operating temperature regulator that, according to the manufacturer, maintains kilns within five degrees of a predetermined temperature is one of the controls produced by the Powers Regulator Company.

The automatic regulator consists of a liquid-filled bulb, capillary tubing, and diaphragm-type valve mounted on the steam line. Kiln tem-



perature changes at the bulb vary the pressure of the liquid inside, and this pressure change is transmitted through the tubing to a bellows which opens or closes the steam valve. The Powers Regulator Company, 3434 Oakton Street, Skokie, Illinois.

## Teale Truck-Mounted Crane To Save Labor

A new truck-mounted crane, the Versa-Lift Model 400, has been announced by Teale & Company, Omaha, Nebraska. The new Versa-Lift Crane mounts on any truck,



from 1-1/2 tons up, converts truck into a self-loader without sacrificing load capacity. Requiring only a truck operator for loading and unloading, the Versa-Lift saves time and money on jobs, which once needed extra men to help unloading. It lifts from 3500

pounds (with standard 16' boom) to 7000 pounds (with 8' boom) and swings in full 360° circle. The Versa-Lift has minimum load clearance of six feet when boom is horizontal, and lowers load 16' below ground level with standard cable length. It is completely hydraulic. Smooth, continuous hydraulic action, and instant operator control, permits feathering even heaviest loads a fraction of an inch at a time for safe pick-ups and landings.

The Versa-Lift uses only 22 inches of space between truck cab and bed . . . weighs about 3900 pounds. Balanced, box-type construction, with internal tension-type reinforcing . . . provides maximum strength without truss rods or other bulky supports. The Versa-Lift is also available with an hydraulically extendable boom.

## Soiltest Announces New Testing Machine

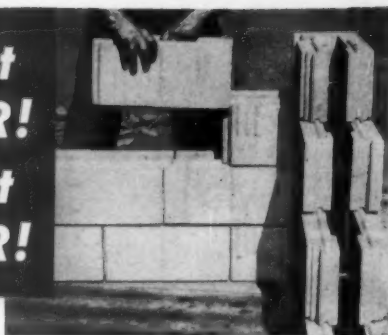
The Versa-Tester, a new multi-purpose testing machine, has been brought out by Soiltest, Inc., 4711



West North Avenue, Chicago, Illinois. The machine, called low-cost by the manufacturer, is designed for routine and research compression flexure tests of materials. It has a load capacity of 30,000 pounds and is accurate to within 1 per cent of indicated load. It complies with ASTM specifications for hydraulic testing machines. The tester requires a floor space of only 28 by 24 inches. The overall height is 72 inches.

**Build it  
BETTER!  
Build it  
FASTER!**

with...

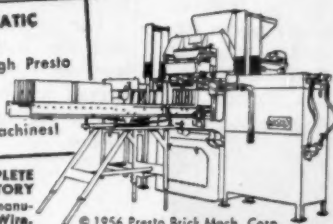


## PRESTO BLOCK

... be sure to SEE how it's made  
and how it's laid ... at the  
**N. C. M. A. CONVENTION in ST. LOUIS**  
**FEBRUARY 25th to 28th, 1957**

### LOW COST AUTOMATIC PRODUCTION!

of either 8 or 12-in. high Presto  
Blocks on electronically  
controlled, hydraulically  
operated Presto Block Machines!



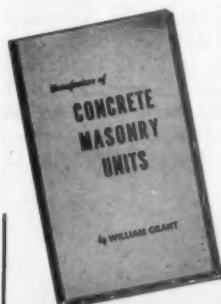
### GET THE COMPLETE PRESTO BLOCK STORY

and details regarding franchise manu-  
facturing information today! Wire,  
write or phone.

© 1956 Presto Brick Mach. Corp.

## PRESTO BRICK MACHINE CORPORATION

Empire State Bldg., New York, N. Y. • Pennsylvania 6-1353



**"The best book on  
BLOCK MAKING  
ever published"**

## WILLIAM GRANT'S MANUFACTURE

## OF CONCRETE MASONRY UNITS

Thousands of concrete block producers have put the ideas in this book to highly profitable use. In many plants it has become a virtual "production manual" and is referred to constantly to help solve operating problems. "Let's see what Grant says about this" has become a familiar phrase among block men.

There are 19 sections in the book, profusely illustrated, covering every phase of concrete block production, including aggregates, grading and proportioning, mixing and processing, kiln construction, curing, specifications and testing, steam boilers and their care, fuels and combustion, etc.

**\$4.00**

POSTPAID

The only book of its kind on the subject, it is a "must" for every block producer who wants the very latest information on his work. Ideal for training new employees, the perfect refresher course for the old hand.

Your copy or copies will be mailed the same day we receive your order and check.

## CONCRETE PUBLISHING COMPANY

400 W. Madison Street

Chicago 6, Illinois



## Cut costs 54% with job-fitted Edmont gloves



No. 31

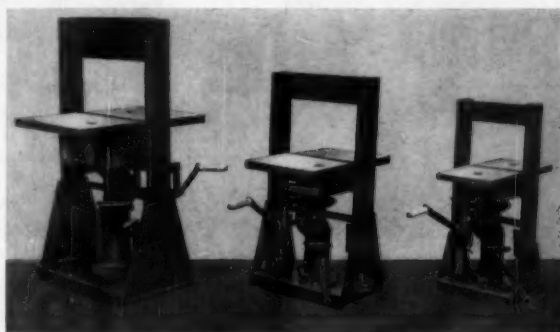


## Edmont JOB-FITTED GLOVES

Case No. 571: Large concrete products plant in North Carolina used laced-on leather palm pads for stacking and loading blocks and handling other products. Cost \$10 per dozen. Maximum life per pair, 120 hours. Edmont No. 31 gloves with triple-thick plastic coated palms wore 260 hours on same job—at direct cost saving of 54% plus safer, non-slip grip and easier handling.

**Make Free On-the-Job Test:** Employers, tell us your operation. Without cost we will supply samples of correctly job-fitted glove for you to test.

**Edmont Manufacturing Co.**  
1206 Walnut Street, Coshocton, Ohio



## HYDRASPLIT CUTS "SPLIT-BLOCK", STONE or BRICK WITH OUTSTANDING SPEED AND POWER TO SPARE!

HYDRASPLIT features new, improved HARD-EDGE blades that give months and months of rugged service — fast size adjustment — easy manual hydraulic operation — scaffold portability — self-equalizing blades—PLUS Warranty Guarantee.

Powered "Split-Block" production model with multiple automatic equalizing blades also available now! Write for complete information on the full line of models and see our demonstration at the NCMA Exposition in Booth 88.

**PARK TOOL CO.** P. O. Box 44  
St. Cloud, Minn.



For your concrete forming needs...

## EFCO "LIFETIME" STEEL FORMS

available  
on a

### PURCHASE BASIS



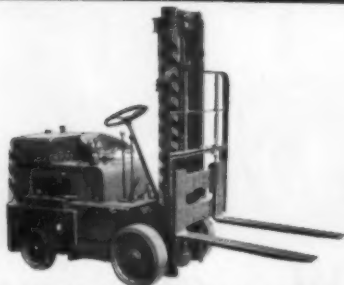
Increase profits, reduce costs — with EFCO "Lifetime" Steel Forms. They save time, material, money. Adaptable to wide use. Available in many types of regular and special sizes.

WRITE FOR CATALOG on EFCO "Lifetime" Steel Forms. And ask for details on Special Economy Steel Forms and the Economy Steel Form System on a rental basis.

#### Economy Forms Corp. DES MOINES, IOWA

Offices in St. Louis, Mo.; Kansas City, Mo.; Lincoln, Neb.; Minneapolis, Minn.; Ft. Wayne, Ind.; Milwaukee, Wis.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Metuchen, N. J.; Rochester, N. Y.; Springfield, Mass.; New York, N. Y.; Washington, D. C.; Decatur, Ga.; Charlotte, N. C.; Dallas Texas; Tulsa, Okla.; Houston, Texas; Los Angeles, Cal.; Oakland, Cal.; Denver Colo.

## Reconditioned FORK LIFTS



### SAVE MONEY! GET NEW GUARANTEE

Good as new! We, as country's best qualified equipment distributor, guarantee it! 2,000 to 15,000 lb. models with solid or pneumatic tires; any size; lifting height. Clark, Towmotor—Moto Lift, Ross and Hyster.

Write for prices, delivery,  
information.

**MEMPHIS EQUIPMENT**  
CONSTRUCTION AND AUTOMOTIVE  
EQUIPMENT AND PARTS  
766 SO. THIRD ST. MEMPHIS, TENNESSEE

## New Features Added to Dumpcrete Body

Dumpcrete—a body specially designed to haul concrete, without agitation, from central mixing plant to paving, structures or heavy construction jobs—has been redesigned for increased flexibility.

The new "double-duty" body now meets the individual job requirements of contractors. It can be mounted on light, single-axle trucks to handle loads up to 4 cubic yards, or on tandem-axle trucks to handle loads up to 6 cubic yards. Contractors can match their equipment to job requirements or mixing plant output, and vary the Dumpcrete mounting from job to job.

All original Dumpcrete features have been retained in the new design. The body offers a jackknife chute that swings in a 180 degree angle for



pin-point placement—variable control of dumping angle with 90 degree dump angle for clean discharge—controlled discharge of full load in 30 seconds or 30 minutes—one-man operation—all-welded high tensile steel body that is completely watertight. Simple removal of chute and gate assembly changes Dumpcrete into an all-purpose utility body that can be used to haul gravel, sand, water and dirt.

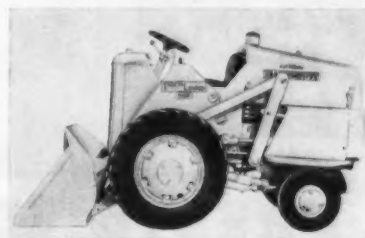
Prices, specifications and literature can be obtained by writing Manufacturing Division, Maxon Construction Company, Inc., Dayton 1, Ohio.

## Tracto-Loader Now Has Optional Diesel Engine

Tractomotive Corporation, Deerfield, Illinois, announces the availability of a diesel engine as optional equipment for the 1/2 cubic yard Tracto-Loader.

The diesel engine, manufactured by the Buda Division of Allis-Chal-

mers Manufacturing Company, is a vertical overhead valve 4 cylinder, 4 cycle, solid injection full diesel engine which develops 38 horsepower



at the governed speed of 1900 RPM. It has compression ignition for starting and running, with ether priming as standard equipment and electrical preheating as optional equipment.

The overall length of the TL-6D with the bucket at a 3 foot carry level is 10 feet 4 inches, and the overall width is 4 feet 5 inches. It has a turning radius of 6 feet 8 inches.

## Construction Machinery Co. Opens New Mixer Line

Construction Machinery Company announces the addition to its line of a new series of T. E. D. (Truck Engine Drive) Transcrete truck mixers. Floating Drive — used on the conventional Transcrete mixer — is also featured on the T. E. D.



Transcrete. According to the manufacturer, the Floating Drive characteristics protect drum drive from damaging loads inherent in truck mixer operation. It automatically compensates for the reaction of the loaded drum and flexing or abnormal movement of the truck frame. Since power is taken from the front of the engine, where speed is only subject to throttle variation and regardless of truck gear or speed, the mixer runs well within desirable limits for all phases of operation. For more information, write to Construction Machinery Company, Waterloo, Iowa.



## CLASSIFIED ADS

**\$10.00 per column inch. Closing date for classified advertising copy is 15th of preceding month.**

### FOR SALE

Used GOCorp Senior, plain pallet block machine, attachments, 42 cubic foot mixer and 42 cubic foot skip loader. All in good condition. Attractively priced for quick sale.

THE GENE OLSEN CORPORATION  
Adrian, Michigan

### USED LIFT TRUCKS

Erickson F-6 6000# fork truck complete with side-shifter, just overhauled ..... \$2,395.00  
Erickson F-5 5000# fork truck-new mast .....  
Erickson P-5 5000# platform-27' x 72' x 11 1/2' ..... \$1,495.00  
..... \$1,495.00  
WAKEMAN CORPORATION  
P. O. Box 2188 Mutual 2-0311  
Lakeland, Florida

### FOR SALE

1—Dunn Champion drain tile machine.  
Factory rebuilt and never used.  
Priced to sell.

R. H. RANSOM  
Sycamore, Ohio

### Concrete Block Machine Factory Reconditioned

FMC—180, plain pallet block machine, guaranteed. Comes complete with motors and mold box. Capacity 1400 blocks daily. \$2750.00. Financing available.

FLEMING MANUFACTURING CO.  
Cuba, Missouri

### FOR SALE

Universal Concrete Pipe Machine, Jackets, Pallets and all parts for manufacturing Tongue & Groove Pipe, 21" through 60" — 4 Forms and complete equipment for casting 84" pipe, also other pipe casting forms, for sale for delivery about March or April. Correspondence invited for complete list and prices.

Address Box E-26, care CONCRETE  
400 W. Madison St., Chicago 6, Ill.

## SWAP — SELL — BUY

### BLOCK MACHINES

Stearns #7 & 9 Joltcretes ..... \$500.00 each  
(Joltcrete owners at this price buy one for spare parts.)  
Mold Boxes # 7 & 9 ..... 150.00 each  
2—Multiplex Chimney Block Machine 150.00 each  
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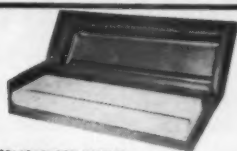
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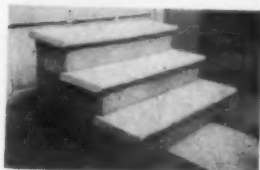
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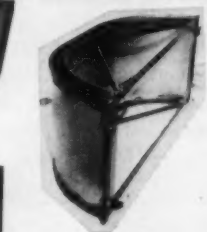
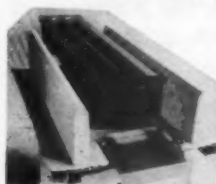
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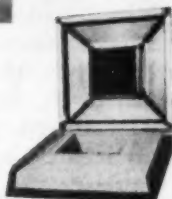
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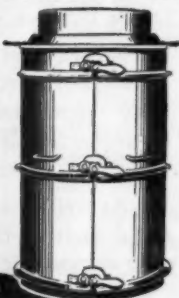
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## THE EDITOR'S PAGE

DOUGLAS LEE

### Obligation and Self Interest

SOMETIMES it is possible to intermingle two obligations—the general obligation of one man to all men and the closer obligation of each man to himself. The two interests, self-interest and group interest, seem contradictory at times—but they never are, really.

Recently, events in the continuing struggle between freedom and totalitarianism have provided the concrete industry with a unique opportunity to serve both obligations—both interests—at once.

The people of Hungary have just given a magnificent demonstration of the indomitable will of small nations throughout the world to free their countries from the firm domination of men and machine subservient to Moscow. They have given their demonstration in the streets of Budapest, in the small towns, and in the mountains of Hungary—with sticks, stones, and their bare hands against tanks and armored equipment. History has few examples to match their courageous effort against an oppressor.

Some of these heroic people, realizing that their cause was being crushed under an avalanche of mechanized weapons, chose a path leading to freedom outside their native land—rather than fight on into almost certain death—or worse, capture and a dwindling life in a Siberian concentration camp.

President Eisenhower and others in our government immediately asked that the United States, traditional refuge for victims of tyranny, accept large numbers of Hungarian refugees. The number first was set at 5,000 and then raised to 21,000. In doing this, the President expressed what is a general obligation on the part of people everywhere to provide a place in society for these people and their families.

Self-interest becomes apparent when we realize that most of the Hungarian refugees are trained in heavy industry. According to one report, nearly 90 per cent of them are young, single men who have technical training—and it is quite probable that a good many of them are trained in the concrete and concrete products fields.

As well as satisfaction for their immediate needs—food, clothing, and shelter—these men will need jobs and an opportunity to take up responsible places in society. As with most people, job satisfaction in the field in which they have skills will rate high on the refugees' list of desires; and this fact will give the concrete industry an opportunity to serve their own interests and those of the refugees at the same time.

The benefits to you of placing men trained in the industry in your plants will be considerable. First, you will probably gain from their knowledge of European methods—which are, in some areas, more advanced than our own. Second, by placing them in the industry they know best, you will be gaining employees who will appreciate the chance to work in their own field. And third, you will gain the inner satisfaction of knowing that you have assumed part of the country's obligation to provide a home and some security for the victims of tyranny—and the satisfaction of giving another expression of the strength of the ideas and abilities of democracy.



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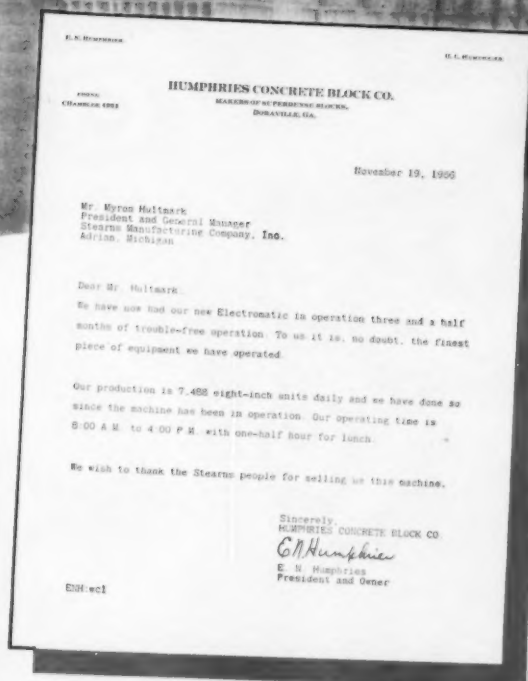
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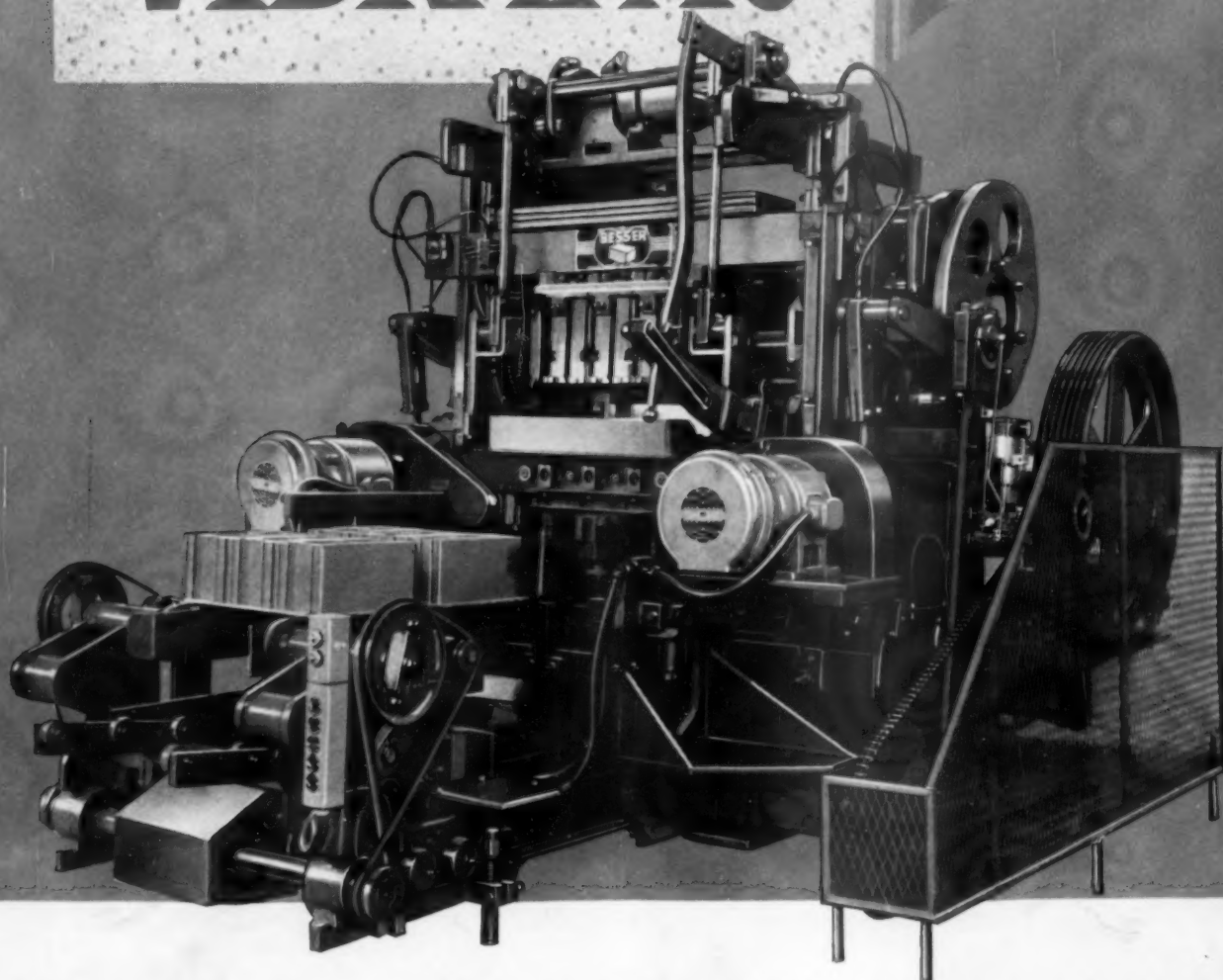
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